

## COMPARISONS OF AVERAGE AUDIENCE ESTIMATES – SELECTED PROGRAM TYPES

FIRST REPORT FOR SEPTEMBER 1982

	EVENING 7:00–11:00 PM											
	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Participation Variety	Feature Films	All 25– 30 Min.	All 55– 60 Min.	7:00– 9:00 PM	9:00– 11:00 PM(2)	All 7:00–11:00 PM	
											Regular	Special(3)
HOUSEHOLDS % AVG. AUD.	12.2	13.9	15.2	13.4		12.8	15.3	13.3	12.9	14.1	13.7	13.2
NO. OF PROGRAMS†	10	8	24	3	1FR	6	23	28	23	34	57	26
												83

	EVENING 6:00–7:00PM		MONDAY–FRIDAY 11:30–1:00AM		WEEKDAY DAYTIME 10:00AM–4:30PM					WEEKEND DAYTIME			
	Informational(1)				Quiz & Aud. Partic.(1)	Situation Comedy	10:00AM– 1:00PM	1:00– 4:30PM	10:00AM– 4:30PM	Chil- dren's(1)	Sports		
	Once-a-Week	Multi-weekly	11:30PM– 1:00AM(4)	Daytime Drama							Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	6.7	10.3	4.3	6.2	5.8	4.7	4.6	6.7	5.8	4.5	9.2	5.6	7.4
NO. OF PROGRAMS†	5	3	12	14	5	4	12	12	24	32	8	6	14

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.  
(2) INCLUDES 8:30–9:30PM AND 8:30–10:00PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.  
(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.

IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

† PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

## NATIONAL TV NIELSEN RATINGS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING SEPTEMBER 12, 1982

## NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	MISS AMERICA PAGEANT(S)	23.4	19,490	9	WKRP IN CINCINNATI#	18.3	15,240
2	TOO CLOSE FOR COMFORT	21.5	17,910	11	60 MINUTES	17.9	14,910
3	HOUSE CALLS#	21.2	17,660	12	JEFFERSONS	17.0	14,160
4	M*A*S*H	20.9	17,410	13	LAVERNE & SHIRLEY	16.9	14,080
5	THREE'S COMPANY	20.6	17,160	14	ARCHIE BUNKER'S PLACE	16.7	13,910
6	SCRUPLES PT. II(S)	19.6	16,330	15	PRIVATE BENJAMIN#	16.5	13,740
7	SCRUPLES PART I(S)	18.8	15,660	16	HILL STREET BLUES	15.9	13,240
8	LOU GRANT#	18.4	15,330	17	HAPPY DAYS	15.8	13,160
9	HART TO HART	18.3	15,240	18	REAL PEOPLE	15.5	12,910

## PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST SEP. 1982 REPORT

PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES					
WK #	DAY	START TIME	DUR	NET	PROG TYPE	WK 1	WK 2	WK 1	WK 2		K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG TYPE	WK 1	WK 2	WK 1	WK 2		K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)		
•EVENING															CBS REPORTS(S)																
ABC NEWS CLOSEUP(S)															1 WED. 8.00P 60 CBS DN						185	98					A	6.8	12	566	
2 MON. 8.00P 60 ABC N															CBS SAT. NEWS-SCHIEFFER 43						143	83					A	5.1	14	425	
ABC NEWSBRIEF-M-F						229	190	181	97	95	A	14.8	25	1233	1 SAT. 6.30P 30 CBS N											B	9.3	19	775		
1 MON. 10.01P 1 ABC N											B	16.5	27	1374	CBS SAT. NIGHT MOVIE 31						184	97				A	11.3	20	941		
1 TUTHF 9.58P 1															2 SAT. 9.00P 120 CBS FF											B	14.7	27	1225		
1 WED. 10.24P 1															CBS TUESDAY NIGHT MOVIES 27						189	98				A	15.0	27	1250		
2 MON. 8.58P 1															1 TUE. 9.00P 120 CBS FF											B	13.9	23	1158		
2 TUEF 9.58P 1															CBS WEDNESDAY NIGHT MOVIE 11						188	97				A	10.9	20	908		
2 THU. 9.57P 2															1 WED. 9.23P 120 CBS FF											B	11.8	21	983		
ABC NEWSBRIEF-SAT.						46	187	187	97	94	A	15.0	28	1250	CHIPS 41						192	203	95	96		A	11.7	22	975		
SAT. 9.58P 1 ABC N											B	18.6	33	1549	SUN. 8.00P 60 NBC OP											B	14.9	25	1241		
ABC NEWSBRIEF-SUN.						46	141	194	89	98	A	17.2	29	1433	CHIPS SPECIAL(S)						131	78				A	5.9	11	491		
1 SUN. 10.04P 2 ABC N											B	16.4	26	1366	2 FRI. 8.00P 60 NBC OP																
2 SUN. 9.57P 3															CODE RED 9						175	180	93	96		A	9.3	20	775		
ABC SPORTS UPDATE-SAT						46	193	181	98	95	A	12.9	25	1075	SUN. 7.00P 60 ABC GD											B	7.7	17	641		
SAT. 8.58P 1 ABC SN											B	14.8	27	1233	CRONKITE'S UNIVERSE 10						196	99				A	10.6	21	883		
ABC SPORTS UPDATE-SUN						46	143	198	88	99	A	13.5	25	1125	1 TUE. 8.00P 30 CBS DO											B	9.6	19	800		
1 SUN. 9.02P 2 ABC SN															DALLAS 37						197	197	97	99		A	13.8	26	1150		
2 SUN. 8.26P 1																															
ABC SUNDAY NIGHT MOVIE						38	143	199	88	99	A	15.4	28	1283																	
1 SUN. 8.00P 180 ABC FF											B	16.9	28	1408																	

2 SUN. 9.00P 110

ABC WORLD NEWS TONIGHT

M-F 6.30P 30 ABC N

ABC WRLD NEWS TONIGHT-SUN

SUN. 6.30P 30 ABC N

ALICE

1 SUN. 9.00P 30 CBS CS

ARCHIE BUNKER'S PLACE

1 SUN. 8.00P 30 CBS CS

2 SUN. 8.37P 60

BARNEY MILLER

1 THU. 9.00P 30 ABC CS

2 THU. 9.00P 60

BENSON

FRI. 8.00P 30 ABC CS

BORN TO THE WIND-4(S)

1 SUN. 7.00P 60 NBC A

CALLAHAN(S)

2 THU. 8.30P 30 ABC CS

CATALINA C-LAB(S)

2 SUN. 7.30P 30 NBC GD

CBS EVENING NEWS-RATHER

M-F 6.30P 30 CBS N

CBS EVENING NEWS-DEAN

1 SUN. 6.30P 30 CBS N

FRI. 9.00P 60 CBS GD

DIFFRENT STROKES-SAT.

SAT. 8.00P 30 NBC CS

DUKES OF HAZZARD

FRI. 8.00P 60 CBS CS

DYNASTY

1 WED. 10.26P 60 ABC GD

2 WED. 10.00P 60

EAST OF EDEN PART III(S)

1 MON. 8.00P 180 ABC GD

FACTS OF LIFE

1 WED. 9.22P 30 NBC CS

2 WED. 9.00P 30

FACTS OF LIFE SPECIAL-SAT(S)

1 SAT. 8.30P 30 NBC CS

FALCON CREST

FRI. 10.00P 60 CBS GD

FALL GUY

1 WED. 9.26P 60 ABC A

2 WED. 9.00P 60

FAME

THU. 8.00P 60 NBC GD

FANTASY ISLAND

SAT. 10.00P 60 ABC A

FATHER MURPHY

1 TUE. 8.00P 60 NBC GD

B 21.0 37 1749

A 9.7 21 808

B 9.7 21 808

A 12.4 25 1033

B 18.6 34 1549

A 10.7 20 891

B 11.7 22 975

A 15.1 26 1258

A 15.4 25 1283

B 17.7 29 1474

A 11.3 24 941

A 12.4 25 1033

B 12.0 25 1000

A 14.3 24 1191

B 17.5 28 1458

A 10.5 19 875

B 12.9 22 1075

A 12.7 24 1058

B 17.4 33 1449

A 9.6 18 800

B 9.2 18 766

[illegible]

KEY: A=CURRENT REPORT B=SEASON AVERAGE

[illegible]

1 TUE.	8.30P	30 CBS CS										1 MON.	8.30P	30 CBS CS					B	16.5	31	1374
PHOENIX			2	198	151	98	89	A	12.9	23	1075	*LATE FRINGE										
WED.	8.00P	60 ABC SF						B	12.9	23	1075	ABC MOVIE OF THE WEEK	28	151		87			A	3.4	16	283
POLICE SQUAD			6	195		99		A	13.0	22	1083	1 MON.	12.00M	71 ABC FF				B	2.9	14	242	
1 THU.	9.30P	30 ABC CS						B	11.1	20	925	ABC MOVIE OF THE WEEK-2	23	150		86			A	3.3	23	275
PRIVATE BENJAMIN			11	192		99		A	16.5	30	1374	1 MON.	1.11A	22 ABC FF				B	2.3	16	192	
1 MON.	8.00P	30 CBS CS						B	14.3	28	1191	ABC NEWS:NIGHTLINE-MON	12	190	185	97	96	A	5.7	22	475	
QUINCY, M.E.			39	195	180	96	87	A	12.0	22	1000	1 MON.	11.30P	30 ABC N				B	4.8	17	400	
1 WED.	10.22P	60 NBC OP						B	15.7	27	1308	2 MON.	12.52A	30								
2 WED.	10.00P	60										ABC NEWS:NIGHTLINE-T-F	188					A	6.3	18	525	
REAL PEOPLE			44	199	179	98	95	A	15.5	27	1291	1 TUTHF	11.30P	30 ABC N				B	7.1	20	591	
WED.	8.00P	60 NBC PV						B	17.5	29	1458	2 TU-F	11.30P	30				A	4.7	16	392	
SCARED SILLY(S)				202		97		A	11.2	21	933	ABC NEWS:NIGHTLINE-WED(B)		189		97						
1 THU.	8.30P	30 ABC CS										1 WED.	11.56P	34 ABC N								
SCRUPLES PART I(S)					190		99	A	18.8	30	1566	ABC WEEKEND REPORT-SAT.	45	164	164	88	88	A	4.3	9	358	
2 TUE.	8.00P	180 CBS GD										SAT.	11.00P	15 ABC N				B	6.2	13	516	
SCRUPLES PT. II(S)					193		99	A	19.6	33	1633	ABC WEEKEND REPORT-SUN.	46	121	170	77	92	A	3.9	9	325	
2 WED.	8.00P	180 CBS GD										SUN.	11.00P	15 ABC N				B	4.6	11	383	
SIMON & SIMON			6	196		99		A	15.2	27	1266	CBS SUNDAY NEWS-OSGOOD	47		94	126	63	70	A	5.5	14	458
1 THU.	9.00P	60 CBS PD						B	13.4	24	1116	1 SUN.	11.00P	15 CBS N				B	6.5	14	541	
60 MINUTES			46	204	205	99	99	A	17.9	37	1491	2 SUN.	11.37P	15								
1 SUN.	7.00P	60 CBS DN						B	23.7	42	1974	DAVID LETTERMAN I	115	182	180	97	96	A	2.8	15	233	
2 SUN.	7.37P	60										1 MTUTH	12.30A	30 NBC GV				B	2.9	15	242	
STRIKE FORCE												1 WED.	12.52A	30								
FRI.	10.00P	60 ABC OP	2	186	184	96	97	A	12.6	25	1050	2 MTWTH	12.30A	30								
								B	12.6	25	1050	2 TUE.	12.43A	30								



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PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES										
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)			
LATE FRINGE CONT'D																																												
DAVID LETTERMAN SPECIAL(S)																																												
2	FRI.	12.30A	90	NBC	GV			184	95	A	2.5	13	208																															
DAVID LETTERMAN II																																												
1	MTU	1.00A	30	NBC	GV	182	180	97	96	A	2.2	15	183																															
1	WED.	1.22A	30							B	2.2	14	183																															
2	MTW	1.00A	30																																									
2	TUE.	1.13A	30																																									
FANTASY ISLAND-12.00																																												
1	TUE.	12.00M	68	ABC	A	157	152	88	87	A	2.6	12	217																															
2	TUE.	12.00M	69							B	3.3	15	275																															
FRIDAYS																																												
	FRI.	12.00M	71	ABC	GV	160	166	91	94	A	3.2	13	267																															
										B	4.4	16	367																															
FRIDAYS-PART 2																																												
1	FRI.	1.11A	9	ABC	GV	159	168	91	94	A	2.3	12	192																															
2	FRI.	1.11A	7							B	3.5	17	292																															
LATE MOVIE I																																												
1	MON.	11.30P	72	CBS	FF	164	164	87	87	A	4.5	20	375																															
1	TUE.	12.00M	72							B	6.2	21	516																															
1	WED.	12.23A	78																																									
1	THU.	12.00M	71																																									
1	FRI.	12.00M	69																																									
2 TUE.																																												
2 WED.																																												
2 FRI.																																												
SATURDAY NIGHT																																												
1 SAT.																																												
2 SAT.																																												
SCTV NETWORK																																												
1 FRI.																																												
TONIGHT SHOW																																												
1 MTU																																												
1 WED.																																												
1 FRI.																																												
2 MTWTF																																												
2 TUE.																																												
US OPN HILITES-TEN-MON(S)																																												
2 MON.																																												
US OPN HILITES-TEN-TUE(S)																																												
2 TUE.																																												
US OPN HILITES-TEN-WED(S)																																												
2 WED.																																												
US OPN HILITES-TEN-THU(S)																																												

2 M & W 12.00M 72  
2 TUE. 12.00M 70  
2 FRI. 12.00M 67

## LATE MOVIE II

1 MON. 12.42A 43 CBS FF  
1 TUE. 1.12A 49  
1 WED. 1.41A 43  
1 THU. 1.11A 44  
1 FRI. 1.09A 50  
2 MON. 1.12A 47  
2 TUE. 1.10A 45  
2 WED. 1.12A 41  
2 THU. 1.30A 45  
2 FRI. 1.07A 51

## LOVE BOAT-12.00

1 WED. 12.30A 68 ABC CS  
2 WED. 12.00M 68

## NBC LATE NIGHT MOVIE

1 SUN. 12.00M 94 NBC FF  
2 SUN. 11.30P 98

## NBC NEWS OVERNIGHT-M-F

1 MON. 1.30A 30 NBC N  
1 TUE. 1.30A 43  
1 WED. 1.52A 44  
1 THU. 1.30A 40  
1 FRI. 2.11A 30  
2 M & TH 1.30A 41

2 THU. 1.00A 30 CBS SC  
US OPN HILITES-TEN-FRI(S)  
2 FRI. 11.30P 30 CBS SC

US OPEN HIGHLIGHTS-TNS TU(S)  
1 TUE. 11.30P 30 CBS SC  
US OPEN HIGHLIGHTS-TNS WE(S)  
1 WED. 11.53P 30 CBS SC

US OPEN HIGHLIGHTS-TNS TH(S)  
1 THU. 11.30P 30 CBS SC  
US OPEN HIGHLIGHTS-TNS FR(S)  
1 FRI. 11.30P 30 CBS SC

VEGA\$-12.00  
THU. 12.00M 69 ABC PD

## WEEKDAY DAYTIME

ABC DAY NEWSBRIEF-MON(B)  
2 MON. 1.57P 2 ABC N

ABC DAYTIME NEWSBRIEF-M-F 228  
1 M-F 1.57P 2 ABC N  
2 TU-F 1.57P 2

ABC NEWS THIS MORN-MON(B)  
2 MON. 6.45A 15 ABC N

ABC NEWS THIS MORNING-645 44  
1 M-F 6.45A 15 ABC N  
2 TU-F 6.45A 15

## PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST SEP. 1982 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				
WK #	DAY	START TIME	DUR	NET TYPE	PROG.	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET TYPE	PROG.	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	
WEEKDAY DAYTIME CONT'D																												
ALICE-M-F					224	152	153	87	87	A	5.2	26	433	GENERAL HOSPITAL					226	204	203	99	99	A	9.2	33	766	
1	M-F	10.30A	30	CBS	CS					B	5.6	26	466	1	M-F	3.00P	60	ABC	DD					B	10.6	35	883	
2	TU-F	10.30A	30											2	TU-F	3.00P	60											
ALICE-M-F(B)							100		68	A	5.4	19	450	GENERAL HOSPITAL-MON(B)							133		82	A	6.9	21	575	
2	MON.	10.30A	30	CBS	CS									2	MON.	3.00P	60	ABC	DD									
ALL MY CHILDREN					227	202	201	99	99	A	9.2	33	766	GOOD MORNING, AMERICA-730					228	207	206	99	99	A	4.7	28	392	
1	M-F	1.00P	60	ABC	DD					B	9.3	32	775	1	M-F	7.30A	30	ABC	N					B	5.2	29	433	
2	TU-F	1.00P	60											2	TU-F	7.30A	30											
ALL MY CHILDREN-MON(B)							131		81	A	8.1	25	675	GOOD MORNING, AMERICA-830					228	207	203	99	99	A	4.7	25	392	
2	MON.	1.00P	60	ABC	DD									1	M-F	8.30A	30	ABC	N					B	5.3	26	441	
ANOTHER WORLD					222	201	193	99	96	A	4.8	18	400	2 TU-F					8.30A	30								
	M-F	2.00P	60	NBC	DD					B	4.5	16	375	GOOD MORN,AMER-MON-730(B)							126		80	A	2.2	17	183	
														2	MON.	7.30A	30	ABC	N									
AS THE WORLD TURNS					225	203	202	99	99	A	7.5	27	625	GOOD MORN,AMER-MON-830(B)							127		81	A	3.0	14	250	
1	M-F	1.30P	60	CBS	DD					B	7.1	25	591	2 MON.					8.30A	30	ABC	N						
2	TU-TH	1.30P	60											GUIDING LIGHT					224	204	204	99	99	A	7.5	27	625	
CAPITOL					103	195	194	96	96	A	6.1	24	508	1	M-F	3.00P	60	CBS	DD					B	7.6	25	633	
1	M-F	2.30P	30	CBS	DD					B	5.3	20	441	2	TU-TH	3.00P	60											
2	TU-TH	2.30P	30											LOVE BOAT DAYTIME					227	189	187	95	95	A	5.5	26	458	
CAPTAIN KANGAROO					155	76	65	62	60	A	.5	6	42	1	M-F	11.00A	60	ABC	CS					B	6.3	28	525	

M-F	6.30A	30	CBS C	10	185	176	99	96	B	.5	6	42	2 TU-F	11.00A	60										
CBS MORNING NEWS 1									A	2.5	16	208	LOVE BOAT DAYTIME-MON(B)						117		76	A	5.5	18	458
M-F	7.30A	30	CBS N						B	2.5	16	208	2 MON.	11.00A	60	ABC CS									
CBS MORNING NEWS 2				10	185	174	99	96	A	2.5	13	208	NEWSBREAK-11.57				224	169	164	90	88	A	7.0	30	583
M-F	8.30A	30	CBS N						B	2.5	13	208	M-F	11.57A	2	CBS N					B	6.6	28	550	
CHIPS M-F				89	158	153	86	84	A	4.5	16	375	NEWSBREAK-3.57				224	185	184	95	95	A	5.7	20	475
1 M-F	3.00P	60	NBC OP						B	4.0	14	333	1 M-F	3.57P	2	CBS N					B	6.3	20	525	
2 MTUTHF	3.00P	60											2 TU-TH	3.57P	2										
2 WED.	3.00P	26											ONE DAY AT A TIME-M-F				223	141	133	81	80	A	3.7	18	308
&	3.43P	17											M-F	10.00A	30	CBS CS				B	4.0	20	333		
DAYS OF OUR LIVES				224	206	198	99	96	A	6.2	22	516	ONE LIFE TO LIVE				228	202	201	99	99	A	8.0	31	666
M-F	1.00P	60	NBC DD						B	5.7	20	475	1 M-F	2.00P	60	ABC DD				B	8.8	31	733		
DIFF'RENT STROKES M-F				95	126	123	82	79	A	3.7	18	308	2 TU-F	2.00P	60										
M-F	10.00A	30	NBC CS						B	3.5	17	292	ONE LIFE TO LIVE-MON(B)						132		82	A	6.4	20	533
DOCTORS				105	138	135	69	69	A	1.8	7	150	2 MON.	2.00P	60	ABC DD									
M-F	12.00N	30	NBC DD						B	2.0	8	167	PRICE IS RIGHT 1(B)						129		85	A	6.0	20	500
EARLY TODAY M-F				44	168	162	90	88	A	1.2	15	100	2 MON.	11.00A	30	CBS AP									
M-F	6.30A	25	NBC N						B	1.2	15	100	PRICE IS RIGHT 1				225	195	195	98	97	A	7.2	35	600
EDGE OF NIGHT				221	151	140	79	76	A	3.7	13	308	1 M-F	11.00A	30	CBS AP					B	6.6	30	550	
M-F	4.00P	30	ABC DD						B	4.7	15	392	2 TU-F	11.00A	30										
FAMILY FEUD				228	173	172	90	90	A	6.0	25	500	PRICE IS RIGHT 2				224	195	195	98	97	A	8.4	38	700
1 M-F	12.00N	30	ABC QP						B	6.7	26	558	1 M-F	11.30A	30	CBS AP				B	7.8	33	650		
2 TU-F	12.00N	30											2 TU-F	11.30A	30										
FAMILY FEUD-MON(B)						114		73	A	5.6	18	466	PRICE IS RIGHT 2(B)						129		85	A	7.5	24	625
2 MON.	12.00N	30	ABC QP										2 MON.	11.30A	30	CBS AP									

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.



SAT.	11.26A	3 CBS CN				B	7.1	28	591	SMURFS I		48	205	205	99	99	A	7.0	43	583		
KID SUPER POWER I			47	193	196	97	97	A	5.8	28	483	SAT.	8.30A	30 NBC CA			B	6.0	36	500		
SAT.	9.30A	30 NBC CA				B	6.0	27	500	SMURFS II		48	205	205	99	99	A	9.3	48	775		
KID SUPER POWER II			47	193	196	97	97	A	5.5	24	458	SAT.	9.00A	30 NBC CA			B	8.3	41	691		
SAT.	10.00A	30 NBC CA				B	5.8	24	483	SPACE STARS I		37	177	178	91	91	A	3.6	16	300		
KIDS ARE PEOPLE TOO I			45	115		79		A	1.9	10	158	SAT.	11.00A	30 NBC CA			B	4.3	17	358		
1 SUN.	10.30A	35 ABC CL				B	2.2	9	183	SPACE STARS II		37	177	178	91	91	A	3.3	15	275		
KIDS ARE PEOPLE TOO II			45	114		78		A	2.4	13	200	SAT.	11.30A	30 NBC CA			B	4.4	17	367		
1 SUN.	11.05A	25 ABC CL				B	2.6	11	217	SPIDER-MAN & FRIENDS		38	197	194	98	98	A	5.7	25	475		
LAVERNE AND SHIRLEY			44	196	194	99	99	A	5.6	26	466	SAT.	10.30A	30 NBC CA			B	5.8	23	483		
SAT.	9.30A	30 ABC CA				B	5.6	25	466	SPORTSBEAT		21		144		84	A	3.3	8	275		
MEET THE PRESS			45	192	113	98	83	A	2.6	11	217	2 SUN.	5.30P	30 ABC SC			B	3.3	10	275		
1 SUN.	12.30P	30 NBC CC				B	3.8	14	317	SPORT BILLY		6	135	149	73	74	A	3.6	15	300		
2 SUN.	12.00N	30								1 SAT.	12.30P	30 NBC CA					B	3.1	13	258		
NBC MAJOR LEAGUE PRE GAME			19	199	196	95	95	A	4.2	16	350	2 SAT.	12.00N	30								
SAT.	2.00P	15 NBC SC				B	4.8	18	400	SPORTSWORLD		31	180		91		A	7.1	24	591		
NBC MAJOR LEAGUE BASEBALL			20	199	198	94	98	A	5.4	18	450	1 SUN.	4.00P	90 NBC SA			B	6.2	18	516		
1 SAT.	2.15P	153 NBC SE				B	6.5	22	541	SUNDAY MORNING		48	164	161	93	93	A	4.1	22	342		
2 SAT.	2.15P	158								SUN.	9.00A	90 CBS N					B	4.5	23	375		
NCAA FOOTBALL PRE GAME			1		194		98	A	7.3	24	608	SUPERFRIENDS		48	179	182	94	95	A	2.8	24	233
2 SAT.	3.30P	13 ABC SC				B	7.3	24	608	SAT.	8.00A	30 ABC CA					B	3.2	24	267		
NCAA FOOTBALL GAME			1		197		99	A	9.3	26	775	TARZAN/L.RANGER/ZORRO	HR1	37	200	195	99	99	A	2.1	12	175
2 SAT.	3.43P	202 ABC SE				B	9.3	26	775	SAT.	8.30A	30 CBS CA					B	3.0	17	250		
NFL '82-NBC			1		185		97	A	3.1	10	258	TARZAN/L.RANGER/ZORRO	HR2	37	200	195	99	99	A	2.8	14	233
2 SUN.	12.30P	30 NBC SC				B	3.1	10	258	SAT.	9.00A	30 CBS CA					B	3.8	18	317		



## PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST SEP. 1982 REPORT

PROGRAM NAME										PROGRAM NAME									
T/C THIS SEASON										T/C THIS SEASON									
NO. OF STATIONS										NO. OF STATIONS									
PROGRAM COVERAGE										PROGRAM COVERAGE									
HOUSEHOLD AUDIENCES										HOUSEHOLD AUDIENCES									
WK # DAY										WK # DAY									
START TIME										START TIME									
DUR										DUR									
NET TYPE										NET TYPE									
WK 1 WK 2										WK 1 WK 2									
WK 1 WK 2										WK 1 WK 2									
K E Y										K E Y									
AVG. AUD. %										AVG. AUD. %									
SHARE %										SHARE %									
AVG. AUD. (0,000)										AVG. AUD. (0,000)									
WEEKEND DAYTIME CONT'D																			
THIS WEEK-DAVID BRINKLEY																			
SUN. 11.30A 60 ABC N																			
THUNDARR THE BARBARIAN																			
SAT. 8.30A 30 ABC CA																			
TOM AND JERRY COM.SHOW(B)																			
1 SAT. 12.30P 30 CBS CA																			
TROLLKINS																			
1 SAT. 12.00N 30 CBS CA																			
U.S. AMATEUR GOLF CHAMP.(S)																			
1 SUN. 4.30P 90 ABC SE																			
US OPN TENNIS-SAT(S)																			
2 SAT. 12.00N 420 CBS SE																			
US OPN TENNIS-SUN(S)																			
2 SUN. 4.07P 204 CBS SE																			
U.S. OPEN TENNIS-SAT(S)																			
1 SAT. 1.00P 300 CBS SE																			
U.S. OPEN TENNIS-SUN(S)																			
1 SUN. 3.00P 180 CBS SE																			

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45						
W E K 1	TOTAL AUDIENCE (Households (000) & %)						22,410 26.9																	
	ABC TV																							
	AVERAGE AUDIENCE (Households (000) & %)						12,580 15.1		12.1*				13.7*				15.2*		16.0*		16.8*		16.6*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.						26 11.4		22 *		24 *		25 *		26 *		28 *		29 *		16.5		16.6	
		TOTAL AUDIENCE (Households (000) & %)						16,490 19.8		17,080 20.5		22,070 26.5		19,580 23.5		19,080 22.9								
		CBS TV																						
		AVERAGE AUDIENCE (Households (000) & %)						13,740 16.5		15,240 18.3		19,330 23.2		17,660 21.2		15,330 18.4		18.2*				18.7*		
		SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.						30 15.5		32 17.5		38 21.7		35 24.6		32 18.2		31 *		18.6		33 *		
		TOTAL AUDIENCE (Households (000) & %)						14,160 17.0				13,240 15.9												
		NBC TV																						
		AVERAGE AUDIENCE (Households (000) & %)						9,580 11.5		11.0*		12.0*		8.9*		8.7*		8.5*				8.9*		
		SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.						21 11.1		20 *		21 *		15 *		14 *		14 *		9.0		16 *		
W E K 2	TOTAL AUDIENCE (Households (000) & %)						11,500 13.8		25,990 31.2															
	ABC TV																							
	AVERAGE AUDIENCE (Households (000) & %)						6,500 7.8		7.5*		8.0*		12,580 15.1		14.5*		17.1*		17.4*		15.9*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.						14 8.1		14 *		14 *		28 13.6		24 *		28 *		28 *		16.6		15.1	
		TOTAL AUDIENCE (Households (000) & %)						18,580 22.3		23,070 27.7														
		CBS TV																						
		AVERAGE AUDIENCE (Households (000) & %)						15,410 18.5		11,160 13.4		14.0*		13.5*		13.1*		13.4*				13.1*		
		SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.						34 17.4		22 19.7		24 *		22 *		21 *		22 *		13.3		23 *		
		TOTAL AUDIENCE (Households (000) & %)						17,490 21.0				21,240 25.5												
		NBC TV																						
		AVERAGE AUDIENCE (Households (000) & %)						12,000 14.4		12.4*		16.4*		15.7		15.3*		16.1*				16.9*		
		SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.						25 11.7		23 *		28 *		26		25 *		26 *		16.5		30 *		
		TV HOUSEHOLDS USING TV		WK 1		51.1	52.1	51.9	52.4	53.3	55.6	56.6	58.4	59.7	61.0	61.3	61.0	59.2	58.9	57.5	55.0			
		(See Def. 1)		WK 2		48.1	50.4	50.8	52.8	54.0	55.8	57.9	59.8	60.8	61.5	61.9	62.3	61.6	60.3	57.4	55.1			

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{				15,910 19.1		16,410 19.7		19,580 23.5		20,910 25.1		19,990 24.0	{			
	ABC TV	{				HAPPY DAYS (R)		LAVERNE & SHIRLEY (R)		THREE'S COMPANY (R)		TOO CLOSE FOR COMFORT (R)(OP)		HART TO HART (R)	{			
	AVERAGE AUDIENCE (Households (000) & %)	{				13,660 16.4		14,660 17.6		17,330 20.8		18,660 22.4		15,490 18.6	18.7*		18.5*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{				32 15.2	17.6	32 17.2	17.9	37 19.7	21.9	39 21.8	23.0	35 19.0	34* 18.3		35* 18.3	
K 2	TOTAL AUDIENCE (Households (000) & %)	{				10,250 12.3		8,830 10.6		21,240 25.5	{							
	CBS TV	{				CRONKITE'S UNIVERSE		ONE MORE TRY (OP)		CBS TUESDAY NIGHT MOVIES SCAVENGER HUNT								
	AVERAGE AUDIENCE (Households (000) & %)	{				8,830 10.6		8,000 9.6		12,500 15.0	14.2*		15.2*		15.6*		15.1*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{				21 10.2	10.9	18 9.4	9.7	27 14.0	25* 14.5		27* 15.6		29* 15.8	15.4	28* 15.5	
K 2	TOTAL AUDIENCE (Households (000) & %)	{				11,250 13.5				11,910 14.3	{							
	NBC TV	{				FATHER MURPHY (R)(OP)				NBC MOVIE OF THE WEEK-TUE FREEDOM ROAD, PART 2(R) (SUS-OP)								
	AVERAGE AUDIENCE (Households (000) & %)	{				8,000 9.6	9.1*		10.1*	6,410 7.7	7.3*		7.2*		7.9*		8.6*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{				18 9.2	18* 9.1		19* 10.3	14 7.6	13* 6.9		13* 7.4		15* 6.9	8.3	16* 8.5	
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{				15,160 18.2		14,830 17.8		18,910 22.7		18,990 22.8		18,990 22.8	{			
	ABC TV	{				HAPPY DAYS (R)		LAVERNE & SHIRLEY (R)		THREE'S COMPANY (R)		TOO CLOSE FOR COMFORT (R)(OP)		HART TO HART (R)	{			
	AVERAGE AUDIENCE (Households (000) & %)	{				12,580 15.1		13,490 16.2		16,910 20.3		17,160 20.6		14,910 17.9	18.0*		17.9*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{				26 13.6	16.5	26 15.6	16.8	31 19.3	21.3	31 20.3	20.9	30 18.2	29* 17.8		31* 17.6	
K 2	TOTAL AUDIENCE (Households (000) & %)	{				27,990 33.6	{											
	CBS TV	{				SCRUPLES PART 1 (R)(OP)												
	AVERAGE AUDIENCE (Households (000) & %)	{				15,660 18.8	16.6*		18.8*		19.0*		19.0*		19.6*		20.1*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{				30 16.1	28* 17.0		30* 18.4		29* 19.2		29* 18.7		32* 19.0	20.0	35* 19.9	
K 2	TOTAL AUDIENCE (Households (000) & %)	{				8,830 10.6	21,410 25.7	{										
	NBC TV	{				(1) (-OP)		NBC MAJOR LGE. BSBL-TUE. BALTIMORE VS NEW YORK YANKEES LOS ANGELES VS CINCINNATI (R-1A-11-11PM/DP-V-SUS-OP-V-OP)										
	AVERAGE AUDIENCE (Households (000) & %)	{				8,000 9.6	10,750 12.9		12.6*		13.5*		13.7*		13.9*		12.7*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{				17 9.6	21 10.3		21* 12.3		21* 13.5		21* 13.5		23* 13.8	14.3	21* 13.6	
TV HOUSEHOLDS USING TV		WK. 1	48.6	49.0	48.9	49.6	50.1	53.0	53.7	54.8	55.4	57.1	57.1	57.3	54.6	54.3	53.8	52.5
(See Def. 1)		WK. 2	53.1	53.9	53.5	55.3	57.2	61.2	62.4	63.9	64.5	65.3	65.4	65.6	62.4	60.4	58.7	57.5

U.S. TV Households: 83,300,000

(1) NBC MAJOR LGE. PRE-TUE., NBC, (8:00-8:18PM)(S)

For explanation of symbols, See page A.

EVE.TUE. SEPT.7, 1982



		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						16,490 19.8						16,660 20.0				13,410 16.1	
	ABC TV								PHOENIX (R)		(1)		FALL GUY (9:26-10:26PM) (R)(OP)(-OP)				DYNASTY (10:26-11:26PM) (R)(OP)(-OP)	
	AVERAGE AUDIENCE (Households (000) & %)						11,660 14.0	12.8*		15.2*			11,580 13.9	12.7*			9,750 11.7	11.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						25 12.0	24* 13.6		27* 14.9			24 11.7	22* 12.1			23 13.2	22* 11.5
K 2	TOTAL AUDIENCE (Households (000) & %)						8,660 10.4						14,660 17.6					
	CBS TV								CBS REPORTS (OP)		(2)		CBS WEDNESDAY NIGHT MOVIE HELLINGER'S LAW(R) (9:23-11:23PM) (-OP)					
	AVERAGE AUDIENCE (Households (000) & %)						5,660 6.8	7.0*		6.6*			9,080 10.9	10.3*			10.8*	11.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						12 7.4	13* 6.6		12* 6.5			20 9.5	18* 10.3			19* 10.6	21* 10.8
1	TOTAL AUDIENCE (Households (000) & %)						18,410 22.1						16,080 19.3	14,330 17.2			14,160 17.0	
	NBC TV								REAL PEOPLE (R)(OP)		(3)	FACTS OF LIFE (9:22-9:52PM) (R)(-OP)	LOVE, SIDNEY (9:52-10:22PM) (R)(OP)(-OP)				QUINCY, M.E. (10:22-11:22PM) (R)(OP)(SUS-OP) (-OP)	
	AVERAGE AUDIENCE (Households (000) & %)						13,410 16.1	15.6*		16.7*		13,490 16.2	12,080 14.5				10,500 12.6	12.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						29 14.4	29* 16.7		29* 16.6		28 14.8	25 16.4				24 14.6	24* 14.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						13,330 16.0						15,660 18.8				11,250 13.5	
	ABC TV								PHOENIX (R)				FALL GUY (R)(OP)				DYNASTY (R)	
	AVERAGE AUDIENCE (Households (000) & %)						9,830 11.8	11.0*		12.5*		12,160 14.6	13.9*	15.3*			8,080 9.7	9.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						20 10.4	19* 11.6		20* 12.4		23 13.4	22* 14.4	24* 15.4			17 10.0	17* 9.6
K 2	TOTAL AUDIENCE (Households (000) & %)						26,990 32.4											
	CBS TV												SCRUPLES PT. II (R)(OP)					
	AVERAGE AUDIENCE (Households (000) & %)						16,330 19.6	15.8*		17.4*		19.9*		21.2*			22.2*	21.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						33 15.2	28* 16.4		28* 17.1		31* 19.5		33* 20.3			38* 22.5	38* 22.0
1	TOTAL AUDIENCE (Households (000) & %)						17,580 21.1						13,910 16.7	11,330 13.6			12,330 14.8	
	NBC TV								REAL PEOPLE (R)(OP)			FACTS OF LIFE (R)	LOVE, SIDNEY (OP)				QUINCY, M.E. (R)	
	AVERAGE AUDIENCE (Households (000) & %)						12,410 14.9	14.0*		15.7*		12,080 14.5	10,330 12.4				9,410 11.3	11.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						25 13.1	25* 14.9		26* 15.5		23 14.1	19 14.9				20 11.3	20* 11.2
TV HOUSEHOLDS USING TV		WK 1	49.0	50.2	50.3	52.7	53.3	55.1	56.0	57.5	57.3	57.0	57.2	57.6	56.8	54.8	52.3	51.2
(See Def 1)		WK 2	50.9	51.8	52.1	53.8	55.6	57.9	60.6	62.1	62.4	64.1	64.0	63.5	59.2	58.0	57.4	54.5

U.S. TV Households: 83,300,000

(1) REAGAN ADDRESS-ABC, ABC, (9:00-9:26PM) (SUS)

A-7 (3) REAGAN ADDRESS-NBC, NBC, (9:00-9:22PM) (SUS)

(2) REAGAN ADDRESS-CBS, CBS, (9:00-9:23PM) (SUS)

For explanation of symbols, See page A

EVE.WED. SEPT.8, 1982

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						13,830 16.6		10,500 12.6		10,500 12.6		12,500 15.0		16,740 20.1			
	ABC TV						JOANIE LOVES CHACHI (R)		SCARED SILLY		BARNEY MILLER (R)		POLICE SQUAD (R)(OP)				20/20	
	AVERAGE AUDIENCE (Households (000) & %)						11,410 13.7		9,330 11.2		8,830 10.6		10,830 13.0		12,330 14.8		15.2*	14.3*
	SHARE OF AUDIENCE %						26		21		19		22		27		27 *	27 *
W E E K 1	AVG. AUD. BY ¼ HR.						13.1	14.4	11.2	11.2	10.6	10.7	12.5	13.5	15.0	15.4	14.6	14.1
	TOTAL AUDIENCE (Households (000) & %)						17,410 20.9				16,160 19.4				13,490 16.2			
	CBS TV								MAGNUM, P.I. (R)(OP)				SIMON & SIMON (R)				KNOTS LANDING (R)	
	AVERAGE AUDIENCE (Households (000) & %)						12,250 14.7	13.6*		15.7*	12,660 15.2	14.3*		16.2*	9,660 11.6	11.5*		11.6*
W E E K 1	SHARE OF AUDIENCE %						28	26 *		29 *	27	25 *		28 *	21	21 *		22 *
	AVG. AUD. BY ¼ HR.						12.8	14.4	15.6	15.9	13.7	14.8	16.3	16.0	11.5	11.6	11.8	11.3
	TOTAL AUDIENCE (Households (000) & %)						12,500 15.0				14,080 16.9		12,080 14.5		17,330 20.8			
	NBC TV								FAME (R)(OP)		GINME A BREAK (R)		TEACHERS ONLY (R)(OP)				HILL STREET BLUES (R)	
W E E K 1	AVERAGE AUDIENCE (Households (000) & %)						7,910 9.5	8.5*		10.4*	12,160 14.6		10,410 12.5		12,910 15.5	15.1*		16.0*
	SHARE OF AUDIENCE %						18	16 *		19 *	26		22		29	27 *		30 *
	AVG. AUD. BY ¼ HR.						9.1	7.9	9.7	11.1	14.0	15.3	12.3	12.8	14.5	15.6	15.9	16.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						14,160 17.0		12,000 14.4		16,330 19.6				18,330 22.0			
	ABC TV						JOANIE LOVES CHACHI (R)		CALLAHAN				BARNEY MILLER (R)(OP)				20/20 (R)	
	AVERAGE AUDIENCE (Households (000) & %)						11,330 13.6		9,750 11.7		11,580 13.9	12.5*		15.3*	13,240 15.9	15.7*		16.1*
	SHARE OF AUDIENCE %						26		21		23	20 *		25 *	28	27 *		30 *
W E E K 2	AVG. AUD. BY ¼ HR.						12.5	14.7	12.2	11.1	11.9	13.0	14.8	15.7	15.1	16.2	16.5	15.6
	TOTAL AUDIENCE (Households (000) & %)						11,580 13.9				25,910 31.1							
	CBS TV								MAGNUM, P.I. (B) (R)(OP)									NCAA FOOTBALL SPECIAL-CBS NORTH CAROLINA VS PITTSBURGH (9-00-12:30AM)(-OP)
	AVERAGE AUDIENCE (Households (000) & %)						8,000 9.6	9.1*		10.1*	11,080 13.3	13.0*		15.2*		15.2*		13.7*
W E E K 2	SHARE OF AUDIENCE %						18	17 *		18 *	25	22 *		25 *		25 *		24 *
	AVG. AUD. BY ¼ HR.						8.8	9.3	9.9	10.3	12.5	13.5	15.0	15.3	15.4	15.1	14.8	12.7
	TOTAL AUDIENCE (Households (000) & %)						13,830 16.6				14,080 16.9		12,080 14.5		18,910 22.7			
	NBC TV								FAME (R)(OP)		GINME A BREAK (R)		TEACHERS ONLY (R)(SUS-OP)				HILL STREET BLUES (R)	
W E E K 2	AVERAGE AUDIENCE (Households (000) & %)						9,580 11.5	10.3*		12.7*	12,330 14.8		10,750 12.9		13,580 16.3	15.6*		17.1*
	SHARE OF AUDIENCE %						21	19 *		22 *	24		21		29	27 *		31 *
	AVG. AUD. BY ¼ HR.						10.1	10.4	12.2	13.2	14.3	15.2	13.1	12.8	15.6	15.5	16.9	17.4
TV HOUSEHOLDS USING TV		WK. 1	47.8	49.2	49.7	50.7	51.5	52.6	53.6	55.1	55.8	57.8	57.6	58.0	55.8	55.2	53.9	52.2
(See Def. 1)		WK. 2	48.5	49.6	50.0	50.7	51.5	54.4	55.6	57.8	60.2	62.2	62.1	61.8	59.9	57.6	55.9	53.1

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{				11,330 13.6	10,750 12.9		14,830 17.8				14,240 17.1						
	ABC TV	{				BENSON (R)	MAKING A LIVING (R)		GREATEST AMERICAN HERO (R)(OP)				STRIKE FORCE (R)						
	AVERAGE AUDIENCE (Households (000) & %)	{				9,500 11.4	9,410 11.3		11,250 13.5				12.5*		14.5*		11,330 13.6	13.5*	13.6*
	SHARE OF AUDIENCE %	{				25	23		27				25 *		29 *		28	27 *	28 *
	AVG. AUD. BY ¼ HR. %	{				11.0	11.8	10.9	11.6	11.7	13.2	14.2	14.7	13.5	13.6	13.4	13.8		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				15,910 19.1	15,080 18.1				13,580 16.3								
	CBS TV	{				DUKES OF HAZZARD (R)(OP)				DALLAS (R)				FALCON CREST (R)					
	AVERAGE AUDIENCE (Households (000) & %)	{				11,410 13.7	13.1*	14.3*	11,410 13.7	13.3*	14.2*	10,660 12.8	13.0*	12.7*					
	SHARE OF AUDIENCE %	{				29	29 *	29 *	27	27 *	28 *	26	26 *	26 *					
	AVG. AUD. BY ¼ HR. %	{				12.1	14.0	14.1	14.6	13.1	13.4	14.1	14.2	12.9	13.0	12.8	12.6		
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{				19,580 23.5	NFL PRE-SEAS FTBL-NBC-FRI NEW YORK GIANTS VS MIAMI (8:00-11:00PM)(-OP)												
	NBC TV	{				8,160 9.8	7.8*	8.8*	9.4*	10.1*	11.1*	11.3*							
	AVERAGE AUDIENCE (Households (000) & %)	{				20	18 *	19 *	19 *	20 *	22 *	22 *							
	SHARE OF AUDIENCE %	{				7.9	7.7	8.7	9.0	10.0	8.8	9.9	10.4	10.7	11.5	11.5	11.1		
	AVG. AUD. BY ¼ HR. %	{																	

WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{		12,080 14.5	10,830 13.0		14,990 18.0		13,330 16.0				
	ABC TV	{		BENSON (R)	MAKING A LIVING (R)		GREATEST AMERICAN HERO (R)(OP)		STRIKE FORCE (R)				
	AVERAGE AUDIENCE (Households (000) & %)	{		10,160 12.2	9,660 11.6		10,750 12.9		9,660 11.6		11.5*		
	SHARE OF AUDIENCE %	{		24	22		24		23		23 *		
	AVG. AUD. BY ¼ HR. %	{		11.7	12.7	11.3	11.8	11.8	12.5	13.7	13.6	11.8	11.6
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{		12,910 15.5	15,410 18.5		13,240 15.9						
	CBS TV	{		DUKES OF HAZZARD (R)(OP)		DALLAS (R)		FALCON CREST (R)					
	AVERAGE AUDIENCE (Households (000) & %)	{		9,250 11.1	10.0*	12.2*	13.8	13.6*	14.1*	11.9	11.9*	12.0*	
	SHARE OF AUDIENCE %	{		21	20 *	23 *	25	25 *	26 *	24	23 *	24 *	
	AVG. AUD. BY ¼ HR. %	{		9.6	10.4	12.0	12.4	13.3	13.8	13.9	14.3	11.8	12.0
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{		7,750 9.3	15,080 18.1		7,910 9.5		9.3*				
	NBC TV	{		CHIPS SPECIAL (R)(OP)		NBC MOVIE OF THE WEEK THE MARTIAN CHRONICLES(R) (OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{		5.9	5.3*	6.5*	9.4*	8.6*	9.3*	10.7*			
	SHARE OF AUDIENCE %	{		11	10 *	12 *	18	16 *	18 *	22 *			
	AVG. AUD. BY ¼ HR. %	{		5.2	5.4	6.1	6.9	9.7	9.1	8.7	8.5	9.1	9.5

TV HOUSEHOLDS USING TV WK	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	WK 15	WK 16	WK 17	WK 18	WK 19	WK 20
(See Def 1)	40.4	47.7	47.2	49.0	44.8	46.8	47.7	48.7	49.2	49.9	50	50.3	50.3	49.8	49.2	49.1	49.1	49.1	49.1	49.1

U.S. TV Households 82,390,000

For explanation of symbols, See page A



		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					13,490 16.2				16,330 19.6				14,160 17.0				
		AVERAGE AUDIENCE (Households (000) & %)					9,410 11.3				12,250 14.7				11,330 13.6				
		SHARE OF AUDIENCE %					25	9.8*		12.8*	29	13.7*		15.7*	30*	27	13.5*	13.7*	
		AVG. AUD. BY ¼ HR. %					9.2	10.5	12.6	12.9	12.7	14.7	15.5	15.8	13.6	13.5	13.8	13.6	
E K 1	CBS TV	TOTAL AUDIENCE (Households (000) & %)					10,000 12.0				23,160 27.8								
		AVERAGE AUDIENCE (Households (000) & %)					6,660 8.0				10,580 12.7								
		SHARE OF AUDIENCE %					18	7.7*		8.2*	27	10.1*		12.6*		14.1*		13.3*	
		AVG. AUD. BY ¼ HR. %					7.9	7.5	7.8	8.6	9.6	10.6	12.1	13.2	14.3	13.9	13.4	13.2	
1	NBC TV	TOTAL AUDIENCE (Households (000) & %)					9,910 11.9		10,500 12.6		15,080 18.1								
		AVERAGE AUDIENCE (Households (000) & %)					7,750 9.3		9,410 11.3		9,330 11.2								
		SHARE OF AUDIENCE %					21		24		22	10.9*		11.1*		11.2*		11.6*	
		AVG. AUD. BY ¼ HR. %					8.4	10.2	10.8	11.7	10.9	10.9	11.2	11.1	11.2	11.3	11.6	11.6	
W E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)					14,990 18.0				16,990 20.4				12,660 15.2				
		AVERAGE AUDIENCE (Households (000) & %)					10,000 12.0				13,080 15.7				9,830 11.8				
		SHARE OF AUDIENCE %					23	10.8*		13.2*	28	15.0*		16.4*	21	12.1*		11.5*	
		AVG. AUD. BY ¼ HR. %					10.6	11.1	12.5	13.9	14.3	15.7	16.2	16.7	12.3	11.8	11.4	11.6	
E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)					12,410 14.9				15,580 18.7								
		AVERAGE AUDIENCE (Households (000) & %)					7,500 9.0				9,410 11.3								
		SHARE OF AUDIENCE %					18	8.1*		9.9*	20	11.0*		11.2*		11.6*		11.6*	
		AVG. AUD. BY ¼ HR. %					8.2	8.0	9.7	10.1	11.0	11.1	11.0	11.4	11.6	11.5	11.6	11.6	
2	NBC TV	TOTAL AUDIENCE (Households (000) & %)					9,910 11.9		16,990 20.4						28,320 34.0				
		AVERAGE AUDIENCE (Households (000) & %)					8,410 10.1		10,750 12.9						19,490 23.4				
		SHARE OF AUDIENCE %					21		23		13.1*		13.4*	24*	45	20.8*		23.6*	
		AVG. AUD. BY ¼ HR. %					9.0	11.2	12.5	12.0	13.0	13.3	13.5	13.4	19.7	21.9	23.5	23.6	
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	36.4	38.1	38.8	41.2	42.9	44.1	45.2	47.6	49.5	50.7	51.3	52.4	52.2	51.9	50.9	49.9
			WK. 2	44.4	45.8	46.6	47.2	48.3	50.2	52.2	53.7	54.9	56.3	57.2	56.6	55.9	55.9	55.5	55.2

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.SAT. SEPT.11, 1982

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W  
E  
E  
K  
1

**ABC TV**

TOTAL AUDIENCE { 3,750  
(Households (000) & %) 4.5

AVERAGE AUDIENCE { 3,670  
(Households (000) & %) 4.4

SHARE OF AUDIENCE % 9

AVG. AUD. BY ¼ HR. % 4.4

ABC  
WEEKEND  
REPORT-  
SAT.

E  
E  
K  
1

**CBS TV**

TOTAL AUDIENCE {  
(Households (000) & %)

NFL PRE-SEASON FTBL-CBS  
HOUSTON VS DALLAS  
(9:00-12:25AM)

AVERAGE AUDIENCE {  
(Households (000) & %) 13.9\*  
SHARE OF AUDIENCE % 28 \*  
AVG. AUD. BY ¼ HR. % 14.0

12.8\* 12.3\*  
30 \* 31 \*  
12.2 12.3 12.4

1  
E  
E  
K  
1

**NBC TV**

TOTAL AUDIENCE {  
(Households (000) & %) 10,830  
13.0

SATURDAY NIGHT  
(11:30-12:52AM)  
(SUSTAINING 12:52-1:00AM)

AVERAGE AUDIENCE {  
(Households (000) & %) 5,830  
SHARE OF AUDIENCE % 7.0  
AVG. AUD. BY ¼ HR. % 8.3

7.9\* 6.6\* 6.2\*  
21 \* 19 \* 22 \*  
7.5 6.4 6.7 6.2 6.2

W  
E  
E  
K  
2

**ABC TV**

TOTAL AUDIENCE { 3,580  
(Households (000) & %) 4.3

AVERAGE AUDIENCE { 3,420  
(Households (000) & %) 4.1

SHARE OF AUDIENCE % 8

AVG. AUD. BY ¼ HR. % 4.1

ABC  
WEEKEND  
REPORT-  
SAT.

E  
E  
K  
2

**CBS TV**

TOTAL AUDIENCE {  
(Households (000) & %)

AVERAGE AUDIENCE {  
(Households (000) & %)

2  
E  
E  
K  
2

**NBC TV**

TOTAL AUDIENCE {  
(Households (000) & %) 8,750  
10.5

MISS AMERICA PAGEANT  
(10:00-12:00MD)

SATURDAY NIGHT  
(12:30-1:51AM)  
(SUSTAINING 1:51-2:00AM)

AVERAGE AUDIENCE {  
(Households (000) & %) 24.1\*  
SHARE OF AUDIENCE % 48 \*  
AVG. AUD. BY ¼ HR. % 24.5

25.3\* 5,000 6.0 6.9\* 5.8\* 5.1\*  
55 \* 27 26 \* 27 \* 29 \*  
25.2 7.4 6.4 5.8 5.2 4.8

TV HOUSEHOLDS USING TV WK. 1	48.3	44.7	39.6	37.3	35.0	33.3	29.9	26.4	22.5	20.4	17.7	15.8	14.1	13.0	11.5	10.3
(See Def. 1) WK. 2	50.7	49.0	46.6	44.9	36.9	32.6	27.9	25.0	22.6	20.2	18.1	15.9	13.6	12.3	11.6	10.3

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

EVE.SAT. SEPT.11, 1982

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	9,910 11.9				18,910 22.7											
	ABC TV		CODE RED (R)				ABC SUNDAY NIGHT MOVIE SIDNEY SHELDON'S BLOODLINE (OP)											
	AVERAGE AUDIENCE (Households (000) & %)	{	6,660 8.0	7.0*		8.9*	10,910 13.1	12.2*		12.3*		13.5*		13.4*		13.9*		13.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	19 6.7	18 *		21 *	25 12.0	25 *		24 *		25 *		25 *		26 *		26 *
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	17,330 20.8				10,330 12.4		12,410 14.9		12,990 15.6		13,910 16.7		15,080 18.1			
	CBS TV		60 MINUTES				ARCHIE BUNKER'S PLACE (R)		ONE DAY AT A TIME (R)(OP)		ALICE (R)		JEFFERSONS (R)		TRAPPER JOHN, M.D. (R)			
	AVERAGE AUDIENCE (Households (000) & %)	{	12,500 15.0	14.4*		15.5*	9,330 11.2		10,910 13.1		11,410 13.7		12,250 14.7		12,000 14.4	14.1*		14.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	36 13.8	37 *		36 *	23 11.0		25 11.4		25 12.4		27 14.3		27 15.2	26 *		29 *
E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	8,160 9.8				12,330 14.8				16,160 19.4							
	NBC TV		BORN TO THE WIND-4				CHIPS (R)(OP)				NBC SUNDAY NIGHT MOVIE THE WILD GEESSE (R) (9:00-11:30PM) (SUS-OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{	5,330 6.4	5.9*		7.0*	9,410 11.3	10.4*		12.1*	8,080 9.7	8.3*		8.5*		9.5*		10.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	16 5.6	15 *		16 *	23 9.9	22 *		23 *	19 8.5	15 *		16 *		18 *		20 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	12,740 15.3				17,410 20.9				23,740 28.5							
	ABC TV		CODE RED (R)				MODESTY BLAISE (OP)				ABC SUNDAY NIGHT MOVIE THE FOG (9:00-10:50PM) (OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{	8,830 10.6	9.5*		11.8*	12,160 14.6	13.6*		15.5*	15,910 19.1	18.1*		19.3*		19.6*		19.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	21 9.0	19 *		22 *	25 13.2	24 *		26 *	32 17.8	30 *		32 *		33 *		36 *
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	24,320 29.2				22,820 27.4				19,330 23.2		14,990 18.0		16,910 20.3			
	CBS TV		US OPM TENNIS-SUN MULTI-SEGMENT TELECAST (OP)				60 MINUTES (7:37-8:37PM) (OP)(-OP)		ARCHIE BUNKER'S PLACE (8:37-9:37PM) (R)(OP)(-OP)		JEFFERSONS (9:37-10:07PM) (R)(OP)(-OP)		ONE DAY AT A TIME (10:07-10:37PM) (R)(OP)(-OP)		TRAPPER JOHN, M.D. (10:37-11:37PM) (R)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{	17,330 14.2*	20.8	19.1*		16,160 21.9*	19.4	17.5*		15,990 20.6*	19.2		13,410 16.1	14.0	11,660 14.2*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	29 *	38	37 *		39 *	32	30 *		34 *	31		27	28	26 *		
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,830 8.2				13,830 16.6				16,490 19.8							
	NBC TV		(1)	CATALINA C-LAB (R)				CHIPS (R)(OP)				G.E. THEATER (R)						
	AVERAGE AUDIENCE (Households (000) & %)	{		5,580 12.1		10,080 12.1	10.6*		13.5*		10,160 12.2	10.6*		11.8*		13.0*		13.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%		6.7 13		12.1 9.6	19 *		23 *		21 10.1	17 *		19 *		22 *		25 *
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	38.3	40.2	41.9	44.5	46.8	48.9	50.9	52.3	53.5	54.4	54.0	54.6	54.3	53.6	52.8	50.2
		WK. 2	49.4	51.4	52.0	53.1	55.7	57.8	58.3	59.4	60.5	61.1	61.1	61.1	59.5	58.9	56.6	52.8

U.S. TV Households: 83,300,000

(1)NFL FOOTBALL GAME 2-NBC,VARIOUS TEAMS AND TIMES,NBC,MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.



TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE { 3,330  
(Households (000) & %) 4.0

**ABC TV**

ABC  
WEEKEND  
REPORT-  
SUN.

AVERAGE AUDIENCE { 3,250  
(Households (000) & %) 3.9  
SHARE OF AUDIENCE % 9  
AVG. AUD. BY ¼ HR. % 3.9

W

TOTAL AUDIENCE { 4,910  
(Households (000) & %) 5.9

**CBS TV**

CBS  
SUNDAY  
NEWS-  
OSGOOD

AVERAGE AUDIENCE { 4,830  
(Households (000) & %) 5.8  
SHARE OF AUDIENCE % 13  
AVG. AUD. BY ¼ HR. % 5.8

E

K

1

TOTAL AUDIENCE {  
(Households (000) & %)

**NBC TV**

NBC SUNDAY NIGHT  
MOVIE  
THE WILD GESE(R)  
(9:00-11:37PM)

2,250  
2.7

NBC LATE NIGHT MOVIE  
FLASH GORDON(R)  
(12:00-1:34AM)  
(SUSTAINING 1:34-2:00AM)

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

12.0\*  
27 \*  
12.1 11.8

1,250

1.5	1.9*	1.5*	1.3*
6	6 *	6 *	7 *
1.9	1.8	1.6	1.4

TOTAL AUDIENCE {  
(Households (000) & %)

3,330  
4.0

**ABC TV**

ABC  
WEEKEND  
REPORT-  
SUN.

AVERAGE AUDIENCE { 3,170  
(Households (000) & %) 3.8  
SHARE OF AUDIENCE % 8  
AVG. AUD. BY ¼ HR. % 3.8

W

TOTAL AUDIENCE {  
(Households (000) & %)

4,580  
5.5

**CBS TV**

— TRAPPER JOHN, M.D. — (1)  
(10:37-11:37PM)  
(R)(OP)(+OP)

AVERAGE AUDIENCE { 4,330  
(Households (000) & %) 5.2  
SHARE OF AUDIENCE % 30 \*  
AVG. AUD. BY ¼ HR. % 14.4 13.7 5.3 5.0

K

2

TOTAL AUDIENCE {  
(Households (000) & %)

2,580  
3.1

**NBC TV**

NBC LATE NIGHT MOVIE  
THE LAST REMAKE OF BEAU GESTE(R)  
(11:30-1:07AM)  
(SUSTAINING 1:07-1:30AM)

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

1,250	1.5	1.9*	1.6*	1.2*
6	6 *	6 *	6 *	6 *
2.0	1.8	1.6	1.5	1.0

TV HOUSEHOLDS USING TV	WK 1	45.1	43.3	3.5	3.3	25.3	23.1	18.6	16.6	11.5	10.4	9.0	8.5
(See Def. 1)	WK 2	38.4	37.2	2.8	2.8	20.6	19.4	15.1	13.3	9.3	8.5	7.2	6.8

U.S. TV Households: 83,300,000  
(1) CBS SUNDAY NEWS-OSGOOD, CBS, (10:37-11:37PM)

For explanation of symbols See page A

EVE.SUN. SEPT.12, 1982

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 5,080 8.1				{ 4,830 5.8													
	ABC TV	← GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				← GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)													
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,830 4.6				{ 3,830 4.6													
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 29 4.7 4.5				{ 25 4.6 4.5													
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 2,920 3.5 CBS MORNING NEWS 1				{ 2,670 3.2 CBS MORNING NEWS 2				{ 4,080 4.9 ONE DAY AT A TIME-M-F				{ 5,500 6.6 ALICE-M-F					
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,250 2.7				{ 2,080 2.5				{ 3,330 4.0				{ 4,830 5.8					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 17 2.6 2.8				{ 14 2.5 2.5				{ 20 3.7 4.4				{ 28 5.5 6.0					
	TOTAL AUDIENCE (Households (000) & %)	{ 4,000 4.8 TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				{ 4,170 5.0 TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)				{ 3,750 4.5 DIFF'RENT STROKES M-F				{ 4,500 5.4 WHEEL OF FORTUNE					
WEEK 1	AVERAGE AUDIENCE (Households (000) & %)	{ 3,250 3.9				{ 3,420 4.1				{ 3,250 3.9				{ 3,750 4.5					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 24 3.8 4.0				{ 22 4.2 4.0				{ 19 3.6 4.1				{ 22 4.4 4.6					
	WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,160 6.2 GOOD MORNING, AMERICA-730 (CO-OP) (TU-F)(OP) (PARTICIPATING)				{ 5,000 6.0 GOOD MORNING, AMERICA-830 (CO-OP) (TU-F)(OP) (PARTICIPATING)												
		ABC TV	← GOOD MORNING, AMERICA-730 (CO-OP) (TU-F)(OP) (PARTICIPATING)				← GOOD MORNING, AMERICA-830 (CO-OP) (TU-F)(OP) (PARTICIPATING)												
AVERAGE AUDIENCE (Households (000) & %)		{ 4,170 5.0				{ 4,000 4.8													
SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		{ 29 5.0 5.0				{ 26 4.8 4.8													
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 2,420 2.9 CBS MORNING NEWS 1				{ 2,500 3.0 CBS MORNING NEWS 2				{ 3,500 4.2 ONE DAY AT A TIME-M-F				{ 4,410 5.3 ALICE-M-F (TU-F)(OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 1,920 2.3				{ 2,080 2.5				{ 2,920 3.5				{ 3,670 4.4					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 14 2.1 2.4				{ 13 2.5 2.5				{ 18 3.1 3.8				{ 23 4.1 4.7					
	TOTAL AUDIENCE (Households (000) & %)	{ 4,500 5.4 TODAY SHOW-7.30AM (CO-OP) (TU-F)(OP) (PARTICIPATING)				{ 4,750 5.7 TODAY SHOW-8.30AM (CO-OP) (TU-F)(OP) (PARTICIPATING)				{ 3,500 4.2 DIFF'RENT STROKES M-F				{ 3,580 4.3 WHEEL OF FORTUNE (TU-F)(OP)					
WEEK 2	AVERAGE AUDIENCE (Households (000) & %)	{ 3,580 4.3				{ 4,000 4.8				{ 2,920 3.5				{ 2,920 3.5					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 25 4.2 4.4				{ 26 4.9 4.7				{ 18 3.2 3.8				{ 19 3.4 3.7					
	TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	8.7	10.7	12.9	14.5	16.1	17.3	17.9	18.3	19.3	19.8	19.9	20.2	20.0	20.9	21.3	21.2
		WK. 2	9.0	10.8	13.0	14.8	16.3	17.6	18.3	18.4	18.5	18.9	19.6	20.0	19.7	20.8	21.0	21.5	

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. AUG.30-SEPT.3, 1982

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	7,000 8.4				6,250 7.5		6,160 7.4		10,410 12.5				8,910 10.7			
	ABC TV		LOVE BOAT DAYTIME				FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)				ONE LIFE TO LIVE (SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{	5,080 6.1	5.5*		6.6*	5,330 6.4		5,160 6.2		7,910 9.5				6,830 8.2			8.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	27 5.1	26* 5.9		28* 6.5	26 6.2	6.6	25 6.1	6.3	33 8.4	32* 9.3		10.1* 10.1	30 8.3	29* 8.2		31* 8.2*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,660 9.2		8,580 10.3				8,750 10.5			7,830 9.4					5,580 6.7	
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (OP)		YOUNG AND THE RESTLESS				AS THE WORLD TURNS				CAPITOL			
	AVERAGE AUDIENCE (Households (000) & %)	{	6,500 7.8		7,500 9.0				6,580 7.9	7.7*		6,250 7.5					5,000 6.0	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	36 7.3		39 8.2				32 7.6	32* 7.9		26 7.1		25* 7.2		28* 7.8	23 5.9	23 6.3
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	3,250 3.9				1,580 1.9		2,920 3.5		6,750 8.1				5,500 6.6			
	NBC TV		TEXAS				DOCTORS		SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD			
	AVERAGE AUDIENCE (Households (000) & %)	{	2,250 2.7	2.6*		2.8*	1,250 1.5		2,330 2.8		5,250 6.3	5.9*			4,080 4.9			4.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	12 2.6	12* 2.5		12* 2.7	6 1.5	1.6	11 2.6	3.0	22 5.7	21* 6.2		6.6* 6.4	18 5.2	18* 5.0		18* 4.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,750 6.9				5,500 6.6		5,660 6.8		9,660 11.6				8,410 10.1			
	ABC TV		LOVE BOAT DAYTIME (TU-F)(OP)				FAMILY FEUD (TU-F)(OP)		RYAN'S HOPE (TU-F)(OP)(SUS-OP)		ALL MY CHILDREN (TU-F)(OP)				ONE LIFE TO LIVE (TU-F)(OP)(SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{	4,080 4.9	4.5*		5.2*	4,500 5.4		4,830 5.8		7,330 8.8	8.3*		9.3*	6,330 7.6	7.6*		7.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	25 4.3	23* 4.7		25* 5.1	23 5.2	5.7	25 5.7	5.9	33 7.8	32* 8.7		34* 9.4	31 7.6	30* 7.5		32* 7.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,580 7.9		7,500 9.0				7,750 9.3			7,750 9.3					5,580 6.7	
	CBS TV		PRICE IS RIGHT 1 (TU-F)(OP)		PRICE IS RIGHT 2 (TU-F)(OP)		YOUNG AND THE RESTLESS (TU-TH)(S)(OP)				AS THE WORLD TURNS (TU-TH)(S)(OP)				CAPITOL (TU-TH)(S)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{	5,500 6.6		6,410 7.7				6,000 7.2	7.1*		6,160 7.4		7.0*		5,160 6.2		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	34 6.4		37 6.7				31 7.0	31* 7.2		30* 7.3		28 7.2	25* 7.8	25 7.7		25 6.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	3,330 4.0				2,000 2.4		3,250 3.9		6,830 8.2				5,250 6.3			
	NBC TV		TEXAS				DOCTORS		SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD			
	AVERAGE AUDIENCE (Households (000) & %)	{	2,330 2.8	2.9*		2.7*	1,670 2.0		2,580 3.1		5,080 6.1	5.7*		6.4*	3,920 4.7	4.8*		4.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	13 3.0	14* 2.8		12* 2.7	8 2.0	2.1	12 3.0	3.2	22 5.6	21* 5.9		23* 6.1	18 4.9	18* 4.7		18* 4.6
TV HOUSEHOLDS USING TV		WK. 1	21.1	22.5	23.3	24.1	24.5	25.6	24.7	25.4	27.4	28.8	28.9	29.3	28.1	27.9	26.4	26.9
(See Def. 1)		WK. 2	21.6	22.1	23.0	24.0	24.8	25.8	25.0	25.3	26.3	27.6	28.2	28.2	26.4	26.4	25.6	26.0

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY MON.-FRI. SEPT.6-10, 1982



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. AUG.30-SEPT.3, 1982

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W	TOTAL AUDIENCE (Households (000) & %)		{ 10,000 12.0				{ 3,830 4.6								{ 10,330 12.4			
	ABC TV		GENERAL HOSPITAL (SUS-OP)				EDGE OF NIGHT								ABC WORLD NEWS TONIGHT			
	AVERAGE AUDIENCE (Households (000) & %)		{ 7,910 9.5		{ 9.3*		{ 9.7*		{ 3,330 4.0						{ 8,750 10.5			
	SHARE OF AUDIENCE %		{ 34		{ 34 *		{ 34 *		{ 14						{ 22			
E	TOTAL AUDIENCE (Households (000) & %)		{ 7,580 9.1				{ 3,330 4.0								{ 10,830 13.0			
	CBS TV		GUIDING LIGHT (OP)				TATTLETALES								CBS EVENING NEWS-RATHER			
	AVERAGE AUDIENCE (Households (000) & %)		{ 6,250 7.5		{ 7.5*		{ 7.6*		{ 2,750 3.3						{ 9,410 11.3			
	SHARE OF AUDIENCE %		{ 27		{ 27 *		{ 26 *		{ 12						{ 24			
K	TOTAL AUDIENCE (Households (000) & %)		{ 5,500 6.6												{ 8,750 10.5			
	NBC TV		CHIPS M-F												NBC NIGHTLY NEWS			
	AVERAGE AUDIENCE (Households (000) & %)		{ 3,750 4.5		{ 4.1*		{ 5.0*								{ 7,750 9.3			
	SHARE OF AUDIENCE %		{ 16		{ 15 *		{ 17 *								{ 20			
1	TOTAL AUDIENCE (Households (000) & %)		{ 9,500 11.4				{ 3,250 3.9								{ 10,080 12.1			
	ABC TV		GENERAL HOSPITAL (TU-F)(OP)(SUS-OP)				EDGE OF NIGHT								ABC WORLD NEWS TONIGHT			
	AVERAGE AUDIENCE (Households (000) & %)		{ 7,330 8.8		{ 8.4*		{ 9.2*		{ 2,750 3.3						{ 8,750 10.5			
	SHARE OF AUDIENCE %		{ 33		{ 33 *		{ 33 *		{ 11						{ 22			
W	TOTAL AUDIENCE (Households (000) & %)		{ 7,580 9.1				{ 2,580 3.1								{ 10,660 12.8			
	CBS TV		GUIDING LIGHT (TU-TH)(OP)				TATTLETALES (TU-TH)								CBS EVENING NEWS-RATHER			
	AVERAGE AUDIENCE (Households (000) & %)		{ 6,250 7.5		{ 7.3*		{ 7.7*		{ 2,250 2.7						{ 9,250 11.1			
	SHARE OF AUDIENCE %		{ 27		{ 28 *		{ 27 *		{ 10						{ 23			
E	TOTAL AUDIENCE (Households (000) & %)		{ 5,160 6.2												{ 9,000 10.8			
	NBC TV		CHIPS M-F >(SUS-OP)												NBC NIGHTLY NEWS			
	AVERAGE AUDIENCE (Households (000) & %)		{ 3,670 4.4		{ 4.1*		{ 4.8*								{ 7,750 9.3			
	SHARE OF AUDIENCE %		{ 16		{ 15 *		{ 17 *								{ 20			
K	TOTAL AUDIENCE (Households (000) & %)		{ 27.2		{ 28.6		{ 29.1		{ 29.6		{ 28.5		{ 29.7		{ 30.7		{ 32.7	
	TV HOUSEHOLDS USING TV (See Def. 1)		{ 26.6		{ 27.8		{ 28.7		{ 29.6		{ 29.1		{ 30.4		{ 31.2		{ 33.0	
	WK. 1		{ 34.7		{ 36.9		{ 38.3		{ 40.7		{ 43.2		{ 45.1		{ 45.9		{ 47.7	
	WK. 2		{ 35.0		{ 36.9		{ 38.3		{ 40.3		{ 43.2		{ 45.7		{ 46.8		{ 48.1	

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. SEPT. 4, 1982

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W	TOTAL AUDIENCE (Households (000) & %)	{				3,170 3.8		3,920 4.7		3,830 4.6		5,660 6.8		6,160 7.4		5,830 7.0	
	ABC TV	{				SUPERFRIENDS (OP)		THUNDARR THE BARBARIAN (OP)		GOLDIE GOLD/ ACTION JACK (OP)		LAVERNE AND SHIRLEY		RICHIE RICH/ SCOOBY DOO-1		RICHIE RICH/ SCOOBY DOO-2 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{				2,250		3,250		3,250		4,500		4,660		4,910	
	SHARE OF AUDIENCE %	{				2.7		3.9		3.9		5.4		5.6		5.9	
	AVG. AUD. BY ¼ HR. %	{				24		22		20		26		27		28	
E	TOTAL AUDIENCE (Households (000) & %)	{				2.2	3.2	3.7	4.0	3.6	4.1	5.1	5.7	5.3	5.9	6.0	5.7
	CBS TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE %	{															
	AVG. AUD. BY ¼ HR. %	{															
K	TOTAL AUDIENCE (Households (000) & %)	{				1,750 2.1		1,670 2.0		2,580 3.1		4,410 5.3		5,660 6.8		5,410 6.5	
	CBS TV	{				POPEYE/OLIVE COMEDY SHOW (OP)		TARZAN/L. RANGER/ ZORRO HR1 (OP)		TARZAN/L. RANGER/ ZORRO HR2 (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{				1,330		1,500		2,250		3,670		4,580		4,330	
	SHARE OF AUDIENCE %	{				1.6		1.8		2.7		4.4		5.5		5.2	
	AVG. AUD. BY ¼ HR. %	{				13		11		14		21		24		23	
1	TOTAL AUDIENCE (Households (000) & %)	{				1.5	1.8	1.8	1.8	2.6	2.8	4.1	4.7	5.3	5.6	5.4	5.0
	NBC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE %	{															
	AVG. AUD. BY ¼ HR. %	{															
W	TOTAL AUDIENCE (Households (000) & %)	{				3,500 4.2		7,080 8.5		9,080 10.9		5,660 6.8		6,080 7.3		5,750 6.9	
	NBC TV	{				FLINTSTONE'S COMEDY SHW2 (OP)		SMURFS I		SMURFS II (OP)		KID SUPER POWER I (OP)		KID SUPER POWER II (OP)		SPIDER-MAN & FRIENDS	
	AVERAGE AUDIENCE (Households (000) & %)	{				2,500		5,580		7,330		4,910		4,830		4,910	
	SHARE OF AUDIENCE %	{				3.0		6.7		8.8		5.9		5.8		5.9	
	AVG. AUD. BY ¼ HR. %	{				27		43		48		29		26		26	
E	TOTAL AUDIENCE (Households (000) & %)	{				2.2	3.8	6.2	7.2	8.4	9.3	6.1	5.7	6.2	5.3	5.9	5.8
	ABC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE %	{															
	AVG. AUD. BY ¼ HR. %	{															
K	TOTAL AUDIENCE (Households (000) & %)	{				3,170 3.8		3,830 4.6		3,920 4.7		5,660 6.8		4,580 5.5		5,000 6.0	
	ABC TV	{				SUPERFRIENDS (OP)		THUNDARR THE BARBARIAN (OP)		GOLDIE GOLD/ ACTION JACK (OP)		LAVERNE AND SHIRLEY		RICHIE RICH/ SCOOBY DOO-1		RICHIE RICH/ SCOOBY DOO-2 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{				2,330		2,920		3,000		4,750		3,670		4,170	
	SHARE OF AUDIENCE %	{				2.8		3.5		3.6		5.7		4.4		5.0	
	AVG. AUD. BY ¼ HR. %	{				23		19		17		26		21		24	
W	TOTAL AUDIENCE (Households (000) & %)	{				2.5	3.1	3.3	3.6	3.3	4.0	5.7	5.8	4.5	4.2	4.8	5.2
	CBS TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE %	{															
	AVG. AUD. BY ¼ HR. %	{															
E	TOTAL AUDIENCE (Households (000) & %)	{				2,250 2.7		2,750 3.3		2,830 3.4		5,410 6.5		6,500 7.8		6,080 7.3	
	CBS TV	{				POPEYE/OLIVE COMEDY SHOW (OP)		TARZAN/L. RANGER/ ZORRO HR1 (OP)		TARZAN/L. RANGER/ ZORRO HR2 (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{				1,670		2,000		2,330		4,170		5,580		5,160	
	SHARE OF AUDIENCE %	{				2.0		2.4		2.8		5.0		6.7		6.2	
	AVG. AUD. BY ¼ HR. %	{				15		13		13		23		30		28	
K	TOTAL AUDIENCE (Households (000) & %)	{				1.9	2.0	2.4	2.5	2.8	2.8	4.5	5.4	6.4	6.9	6.2	6.1
	NBC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE %	{															
	AVG. AUD. BY ¼ HR. %	{															
2	TOTAL AUDIENCE (Households (000) & %)	{				3,670 4.4		7,250 8.7		9,330 11.2		5,080 6.1		5,160 6.2		5,500 6.6	
	NBC TV	{				FLINTSTONE'S COMEDY SHW2 (OP)		SMURFS I		SMURFS II (OP)		KID SUPER POWER I (OP)		KID SUPER POWER II (OP)		SPIDER-MAN & FRIENDS	
	AVERAGE AUDIENCE (Households (000) & %)	{				3,080		6,000		8,160		4,660		4,250		4,500	
	SHARE OF AUDIENCE %	{				3.7		7.2		9.8		5.6		5.1		5.4	
	AVG. AUD. BY ¼ HR. %	{				30		43		49		26		22		24	
TV	TOTAL AUDIENCE (Households (000) & %)	{				3.2	4.2	6.4	7.9	9.5	10.0	6.0	5.3	5.1	5.0	5.5	5.3
	HOUSEHOLDS USING TV (See Def. 1)	{															
	WK. 1	{				5.6	6.4	7.9	9.4	10.8	13.5	16.2	17.2	18.8	20.4	20.9	21.8
	WK. 2	{				5.5	7.1	8.9	11.1	12.7	14.4	16.8	19.0	21.0	21.9	22.2	22.2
		{															

U.S. TV Households: 83,300,000

For explanation of symbols. See page A

DAY SAT. SEPT. 11, 1982

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. SEPT. 4, 1982

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 5,000 6.0		{ 4,910 5.9		{ 4,580 5.5		{ 7,160 8.6										
	ABC TV	FONZ AND HAPPY DAYS GANG		HEATHCLIFF & MARMADUKE		ABC WEEKEND SPECIALS THE WINGED COLT, PART 3		AMERICAN BANDSTAND '82										
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,250 5.1		{ 4,330 5.2		{ 3,830 4.6		{ 4,330 5.2		{ 4.2* 18 *		{ 6.1* 25 *						
	SHARE OF AUDIENCE %	{ 24 5.0		{ 24 5.1		{ 20 4.5		{ 21 4.6		{ 18* 4.7		{ 6.3						
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,750 6.9		{ 6,330 7.6		{ 3,170 3.8		{ 3,170 3.8		{ 11,080 13.3								
	CBS TV	BUGS BUNNY/ROAD RUNNER 4 (OP)		BLACKSTAR (OP)		TROLLKINS (OP)		TOM AND JERRY COM.SHOW(B) (OP)		U.S. OPEN TENNIS-SAT (1:00-8:00PM)								
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,830 5.8		{ 5,000 6.0		{ 2,580 3.1		{ 2,580 3.1		{ 3,000 3.6		{ 3.8* 15 *		{ 4.1* 17 *		{ 3.5* 14 *		
	SHARE OF AUDIENCE %	{ 26 5.9		{ 27 6.1		{ 13 3.1		{ 13 3.1		{ 13 3.0		{ 15* 3.8		{ 17* 4.0		{ 12* 3.3		
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{ 3,500 4.2		{ 3,420 4.1		{ 4,000 4.8		{ 3,750 4.5		{ 3,580 4.3		{ 9,580 11.5						
	NBC TV	SPACE STARS I		SPACE STARS II (OP)		DAFFY/SPEEDY SHOW (OP)		SPORT BILLY		NBC MAJOR LEAGUE BASEBALL PRE GAME		NBC MAJOR LEAGUE BASEBALL NEW YORK YANKEES VS KANSAS CITY HOUSTON VS PHILADELPHIA MULTI-SEGMENT TELECAST						
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,000 3.6		{ 2,750 3.3		{ 3,330 4.0		{ 3,080 3.7		{ 3,420 4.1		{ 5,250 6.3		{ 5.7* 21 *		{ 5.7* 21 *		
	SHARE OF AUDIENCE %	{ 16 3.6		{ 15 3.2		{ 17 3.7		{ 16 3.6		{ 17 4.1		{ 23 5.0		{ 5.8		{ 5.7		
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{ 4,830 5.8		{ 5,660 6.8		{ 5,830 7.0		{ 7,410 8.9										
	ABC TV	FONZ AND HAPPY DAYS GANG		HEATHCLIFF & MARMADUKE		(1)		AMERICAN BANDSTAND '82										
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,000 4.8		{ 4,660 5.6		{ 4,580 5.5		{ 3,830 4.6		{ 4.1* 17 *		{ 5.1* 21 *						
	SHARE OF AUDIENCE %	{ 22 4.7		{ 24 5.3		{ 23 5.6		{ 19 4.2		{ 17* 3.9		{ 5.3						
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{ 6,160 7.4		{ 5,160 6.2		{ 21,910 26.3												
	CBS TV	BUGS BUNNY/ROAD RUNNER 4 (OP)		BLACKSTAR (OP)		US OPN TENNIS-SAT (12:00-7:00PM)												
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,330 6.4		{ 4,500 5.4		{ 5,250 6.3		{ 4.7* 20		{ 4.5* 19 *		{ 5.1* 21 *		{ 5.9* 22 *		{ 5.8* 21 *		
	SHARE OF AUDIENCE %	{ 29 6.2		{ 24 5.5		{ 20 4.7		{ 20* 4.8		{ 19* 4.5		{ 5.3 5.0		{ 6.0 5.7		{ 6.0 5.6		
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{ 3,420 4.1		{ 3,330 4.0		{ 3,330 4.0		{ 3,000 3.6		{ 3,580 4.3		{ 9,160 11.0						
	NBC TV	SPACE STARS I		SPACE STARS II (OP)		SPORT BILLY (OP)		BULLWINKLE		NBC MAJOR LEAGUE BASEBALL PRE GAME		NBC MAJOR LEAGUE BASEBALL LOS ANGELES VS HOUSTON DETROIT VS PHILADELPHIA MULTI SEGMENT TELECAST						
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,920 3.5		{ 2,670 3.2		{ 2,830 3.4		{ 2,250 2.7		{ 3,500 4.2		{ 3,830 4.6		{ 4.7* 17 *		{ 4.5* 17 *		
	SHARE OF AUDIENCE %	{ 16 3.7		{ 14 3.5		{ 14 3.2		{ 11 2.5		{ 4.2 4.2		{ 4.6 4.6		{ 5.1 5.1		{ 4.5		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	22.6	22.5	21.8	22.5	22.9	23.8	23.4	24.5	24.9	25.5	25.4	25.6	25.5	26.6	27.3	27.7
		WK. 2	22.4	22.4	22.3	22.5	23.3	24.2	24.0	24.6	24.2	24.6	25.8	27.2	27.2	27.9	28.5	29.4

U.S. TV Households: 83,300,000

(1) ABC WEEKEND SPECIALS, THE NOTORIOUS JUMPING FROG-CALAVERAS COUNTY, ABC, (12:00-12:30PM)

For explanation of symbols, See page A.

DAY SAT. SEPT. 11, 1982



DAY SAT. SEPT. 11, 1982

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. SEPT. 5, 1982

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	
E	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	
K	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	
1	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	
W	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	
E	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	
K	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	
2	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	

TV HOUSEHOLDS USING TV	WK. 1	4.4	4.9	5.8	6.7	8.2	10.1	11.8	13.8	15.5	16.5	17.0	17.8	18.7	19.0	18.0	18.0
(See Def. 1)	WK. 2	4.2	5.0	6.1	7.3	9.2	10.8	13.0	14.9	17.8	19.3	20.5	22.1	22.7	23.4	23.6	23.7

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY SUN. SEPT. 12, 1982

## NIELSEN NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. SEPT. 5, 1982

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	2,330 2.8		4,000 4.8												
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{	2,000 2.4		2,580 3.1												
	SHARE OF AUDIENCE %		13		16		2.9*										
2	TOTAL AUDIENCE (Households (000) & %)	{			2,920 3.5									5,830 7.0			
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{			2,330 2.8									3,750 4.5			
	SHARE OF AUDIENCE %				15									17	3.9*		5.0*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{							3,920 4.7								
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{							2,830 3.4								
	SHARE OF AUDIENCE %								17					3.5	4.3	5.1	4.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{			4,910 5.9												
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{			2,920 3.5												
	SHARE OF AUDIENCE %				13		3.4*										
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{			2,670 3.2				9,410 11.3					24,660 29.6			
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{			2,170 2.6				7,410 8.9					12,580 15.1			
	SHARE OF AUDIENCE %				10				29					41	13.5*		13.9*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				1,670 2.0			3,250 3.9					11,410 13.7			
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{				1,420 1.7			2,580 3.1					4,410 5.3			
	SHARE OF AUDIENCE %					6			10					14	3.9*		6.3*
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	18.8	19.1	19.1	19.5	20.2	21.4	21.7	21.7	22.1	22.9	24.4	25.8	26.3	27.0	27.2
		WK. 2	24.1	25.0	26.1	26.2	27.7	30.1	30.4	31.8	33.9	35.4	37.1	37.5	37.9	38.0	37.4

U.S. TV Households: 83,300,000

For explanation of symbols, See page A.

DAY SUN. SEPT. 12, 1982



U.S. TV Households: 83,300,000  
(1)NFL FOOTBALL POST-NBC,NBC,(3:49-4:00PM)

DAY SUN. SEPT.12, 1982

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY																	
ABC NCAA FOOTBALL SPECIAL(S)	2	9.00-12.22AM	+GRID 11.00 11.15 11.30 11.45 12.00 12.15								25,990 31.2	12,580 15.1 28			14.0 13.1 13.8 13.7 13.5 10.7		
EVENING TUESDAY																	
NBC NBC MAJOR LGE. PRE-TUE.(S)	2	8.00- 8.18PM	+GRID 8.15								8,830 10.6	8,000 9.6 17					
NBC NBC MAJOR LGE. BSBL-TUE.(S)	2	8.18-11.11PM	+GRID 11.00								21,410 25.7	10,750 12.9 21			9.7 11.1		
NBC NBC NEWS CAPSULE-2-TUE(SUS)	1	9.39- 9.40PM	9.30														
	2	9.58- 9.59PM	9.45														
EVENING WEDNESDAY																	
ABC FALL GUY	1	9.26-10.26PM	+GRID 10.15	16,660 20.0		11,580 13.9 24											
ABC DYNASTY	1	10.26-11.26PM	+GRID	13,410 16.1		9,750 11.7 23		15.9									

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1						WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING FRIDAY-CONT'D																	
NBC NFL PRE-SEAS FTBL-NBC-FRI(S)-CONT'D				11.00					10.8								
EVENING SATURDAY																	
ABC ABC SPORTS UPDATE-SAT		8.58- 8.59PM	8.45	9,830	11.8	9,830	11.8	25	11.8		11,660	14.0	11,660	14.0	26	14.0	
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	12,080	14.5	12,080	14.5	28	14.5		12,830	15.4	12,830	15.4	27	15.4	
CBS NEWSBREAK-SAT.		8.58- 8.59PM	8.45	6,250	7.5	6,250	7.5	16	7.5		8,410	10.1	8,410	10.1	19	10.1	
NBC NBC NEWS CAPSULE-SAT	1	8.58- 8.59PM	8.45	8,250	9.9	8,250	9.9	21	9.9								
NBC NBC NEWS CAPSULE-2-SAT.	1	9.42- 9.43PM	9.30	8,000	9.6	8,000	9.6	19	9.6								
NBC NBC NEWS CAPSULE-2-SAT(SUS)	2	9.58- 9.59PM	9.45														
EVENING SUNDAY																	
ABC ABC SPORTS UPDATE-SUN	2	8.26- 8.27PM	8.15								11,660	14.0	11,660	14.0	24	14.0	
	1	9.02- 9.04PM	9.00	11,410	13.7	11,080	13.3	25	13.3								
ABC ABC NEWSBRIEF-SUN.	2	9.57-10.00PM	9.45								16,330	19.6	15,990	19.2	31	19.2	
	1	10.04-10.06PM	10.00	12,080	14.5	11,910	14.3	26	14.3								
CBS US OPN TENNIS-SUN(S)	2	4.07- 7.31PM	→GRID 7.30								22,570	27.1	8,250	9.9	23	17.0	
CBS 60 MINUTES	2	7.37- 8.37PM	→GRID								24,320	29.2	17,330	20.8	38		
			8.30												21.7		
S ARCHIE BUNKER'S PLACE	2	8.37- 9.37PM	→GRID 9.30								22,820	27.4	16,160	19.4	32	20.5	
S NEWSBREAK-SUN.	1	8.58- 8.59PM	8.45	10,830	13.0	10,830	13.0	25	13.0								
S JEFFERSONS	2	9.37-10.07PM	→GRID 10.00								19,330	23.2	15,990	19.2	31	19.2	
S NEWSBREAK-SUN.	2	9.34- 9.35PM	9.30								15,830	19.0	15,830	19.0	31	19.0	
S ONE DAY AT A TIME	2	10.07-10.37PM	→GRID 10.30								14,990	18.0	13,410	16.1	27	16.0	
S TRAPPER JOHN, M.D.	2	10.37-11.37PM	→GRID 11.30								16,910	20.3	11,660	14.0	28	13.2	
MC NBC NEWS CAPSULE-SUN		8.58- 8.59PM	8.45	8,580	10.3	8,580	10.3	20	10.3		9,000	10.8	9,000	10.8	18	10.8	
MC NBC NEWS CAPSULE-2-SUN(SUS)	1	9.55- 9.56PM	9.45														
EVENING MONDAY-FRIDAY																	
MC ABC NEWSBRIEF-M-F	2	>	8.45								11,410	13.7	11,500	13.8	23	10.0	
	1	>	9.45	13,330	16.0	13,330	16.0	29	16.4	M-F					14.5	M-F	
			10.00						15.3	M & W							
			10.15						15.8	M & W							
MC ABC NEWS:NIGHTLINE-MON	1	11.30-12.00MD	11.30	7,910	9.5	6,580	7.9	24	8.4	MON.							
			11.45						7.4	MON.							
MC ABC NEWS:NIGHTLINE-T-F		11.30-12.00MD	11.30	7,000	8.4	5,660	6.8	19	7.7	TUTHF	6,500	7.8	4,910	5.9	17	6.8	
			11.45						5.8	TUTHF						5.0	
MC ABC NEWS:NIGHTLINE-WED(B)	1	11.56-12.30AM	11.45	5,250	6.3	3,920	4.7	16	5.7	WED.							
			12.00						5.0	WED.							
CONT'D																	



# Nielsen NATIONAL TV AUDIENCE ESTIMATES

WEEK 1										WEEK 2									
TOTAL AUDIENCE				AVERAGE AUDIENCE				AVG. AUD. BY % HR	TELE-CAST DAYS	TOTAL AUDIENCE				AVERAGE AUDIENCE				AVG. AUD. BY % HR	TELE-CAST DAYS
HOUSEHOLDS (000)		%		HOUSEHOLDS (000)		SHARE %				HOUSEHOLDS (000)		%		HOUSEHOLDS (000)		SHARE %			
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR																
EVENING MONDAY-FRIDAY-CONT'D																			
ABC ABC NEWS:NIGHTLINE-WED(B)-CONT'D																			
ABC ABC MOVIE OF THE WEEK	1	12.00- 1.11AM	12.15						4.2	WED.									
			12.00	4,830	5.8	2,830	3.4	16	3.9	MON.									
			12.15				3.5*	14*	3.2	MON.									
			12.30						3.1	MON.									
			12.45				3.2*	17*	3.2	MON.									
			1.00						3.5	MON.									
ABC FANTASY ISLAND-12.00	1	12.00- 1.08AM	12.00	3,330	4.0	2,080	2.5	12	2.6	TUE.									
	2	12.00- 1.09AM	12.00									3,500	4.2	2,250	2.7	13	3.1	TUE.	
			12.15				2.5*	10*	2.4	TUE.					3.0*	12*	2.9	TUE.	
			12.30						2.6	TUE.							2.6	TUE.	
			12.45				2.5*	13*	2.5	TUE.					2.6*	14*	2.6	TUE.	
			1.00						2.4	TUE.							2.3	TUE.	
ABC FRIDAYS		12.00- 1.11AM	12.00	5,000	6.0	2,670	3.2	12	4.0	FRI.									
			12.15				3.6*	12*	3.1	FRI.		5,080	6.1	2,670	3.2	13	3.6	FRI.	
			12.30						3.2	FRI.					3.5*	12*	3.4	FRI.	
			12.45				3.1*	13*	2.9	FRI.					3.0*	13*	3.1	FRI.	
			1.00						2.4	FRI.							2.9	FRI.	
ABC LOVE BOAT-12.00	2	12.00- 1.08AM	12.00									3,500	4.2	2,420	2.9	14	3.0	WED.	
			12.15												3.0*	12*	2.9	WED.	
			12.30														3.0	WED.	
			12.45													2.9*	15*	2.8	WED.
			1.00														2.2	WED.	
ABC VEGA\$-12.00		12.00- 1.09AM	12.00	4,000	4.8	2,750	3.3	15	3.4	THU.		4,250	5.1	2,500	3.0	13	3.1	THU.	
			12.15				3.4*	13*	3.4	THU.					3.2*	11*	3.3	THU.	
			12.30						3.1	THU.							3.1	THU.	
			12.45				3.2*	16*	3.3	THU.					3.0*	15*	2.9	THU.	
			1.00						3.0	THU.							2.5	THU.	
ABC LOVE BOAT-12.00	1	12.30- 1.38AM	12.30	3,670	4.4	2,250	2.7	16	3.0	WED.									
			12.45				2.9*	15*	2.8	WED.									
			1.00						2.8	WED.									
			1.15				2.6*	17*	2.5	WED.									
			1.30						2.3	WED.									
ABC ABC NEWS:NIGHTLINE-MON	2	12.52- 1.22AM	12.45									3,500	4.2	2,920	3.5	20	4.2	MON.	
			1.00														3.5	MON.	
			1.15														3.0	MON.	
ABC ABC MOVIE OF THE WEEK-2	1	1.11- 1.33AM	1.00	3,000	3.6	2,750	3.3	23	3.3	MON.									
			1.15						3.3	MON.									
			1.30						3.1	MON.									
			(SUS)																
ABC FRIDAYS-PART 2	1	1.11- 1.20AM	1.00	2,000	2.4	1,830	2.2	11	2.2	FRI.									
	2	1.11- 1.18AM	1.00									2,420	2.9	2,080	2.5	13	2.6	FRI.	
			1.15													2.4	FRI.		
	2	1.18- 1.29AM	(SUS)																
CBS NEWSBREAK-M-F	1	>	8.15	9,500	11.4	9,500	11.4	21	16.4	M-F									
	2	>	8.45						10.1	TU-F		11,410	13.7	11,910	14.3	23	13.9	MTUWF	
			9.00													14.4	M & TU		

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
EVENING MONDAY-FRIDAY-CONT'D																			
CBS LATE MOVIE I	1	>	11.30 11.45 12.00 12.15 12.30 12.45 1.00 1.15 1.30	5,750	6.9	3,750	4.5	20	8.2	M-F									
							8.1*	24*	8.1	MON.									
									5.0	M-F									
							5.0*	19*	4.6	M-F									
									4.6	M-F									
							3.9*	19*	3.8	M-F									
									3.5	TU-F									
							3.1*	21*	3.0	TU-F									
									2.1	WED.									
CBS US OPEN HIGHLIGHTS-TNS FR(S)	1	VARIOUS TIMES (SUS)																	
	1	11.30-12.00MD	11.30 11.45	5,000	6.0	3,830	4.6	12	4.7	FRI.									
									4.4	FRI.									
CBS US OPEN HIGHLIGHTS-TNS TH(S)	1	11.30-12.00MD	11.30 11.45	5,330	6.4	4,410	5.3	15	5.6	THU.									
									5.0	THU.									
CBS US OPEN HIGHLIGHTS-TNS TU(S)	1	11.30-12.00MD	11.30 11.45	5,000	6.0	4,330	5.2	16	5.9	TUE.									
									4.6	TUE.									
CBS US OPN HILITES-TEN-FRI(S)	2	11.30-12.00MD	11.30 11.45								5,500	6.6	4,410	5.3	15	5.7	FRI.		
											4.9						FRI.		
CBS US OPN HILITES-TEN-MON(S)	2	11.30-12.00MD	11.30 11.45								5,330	6.4	4,330	5.2	15	5.7	MON.		
											4.6						MON.		
CBS US OPN HILITES-TEN-TUE(S)	2	11.30-12.00MD	11.30 11.45								6,660	8.0	5,410	6.5	19	7.2	TUE.		
											5.8						TUE.		
CBS US OPN HILITES-TEN-WED(S)	2	11.30-12.00MD	11.30 11.45								7,160	8.6	5,500	6.6	20	7.1	WED.		
											6.1						WED.		
CBS US OPEN HIGHLIGHTS-TNS WE(S)	1	11.53-12.23AM	11.45 12.00 12.15	3,830	4.6	3,170	3.8	13	4.6	WED.									
									3.8	WED.									
									3.3	WED.									
CBS LATE MOVIE I	2	>	12.00 12.15 12.30 12.45 1.00								5,580	6.7	3,670	4.4	20	4.4	MTUWF		
											4.4*			17*	4.4		MTUWF		
											4.5				4.5		MTUWF		
											4.4*			22*	4.3		MTUWF		
											4.3				4.3		MTUWF		
	2	VARIOUS TIMES (SUS)																	
CBS LATE MOVIE II	1	>	12.30 12.45	3,420	4.1	2,670	3.2	23	5.5	M-F									
									5.0	MON.									
	2	>	1.00 1.15 1.30 1.45 2.00 2.15				3.9*	23*	3.6	MTUWF	3,170	3.8	2,670	3.2	24	3.9	M-F		
									3.5	MTUWF	4.2*			25*	3.8		MTUWF		
									2.9	TU-F					3.1		M-F		
							3.0*	23*	2.8	TU-F				3.0*	24*	2.9	M-F		
									2.8	TU & W					1.8		THU.		
							2.2*	23*	2.2	TU & W									
	1	VARIOUS TIMES (SUS)																	
CBS US OPN HILITES-TEN-THU(S)	2	1.00- 1.30AM	1.00 1.15								3,420	4.1	2,670	3.2	20	3.3	THU.		
											3.2						THU.		
NBC NBC NEWS CAPSULE-M-F	2	>	8.15								8,750	10.5	8,750	10.5	18	8.2	M-F		
	1	8.58- 8.59PM	8.45	8,660	10.4	8,660	10.4	18	10.4	M-TH						11.1	M-THF		
NBC NBC NEWS CAPSULE-2-M-F CONT'D	1	>	9.30	7,410	8.9	7,410	8.9	15	7.8	M & TH									

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1							WEEK 2						
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
EVENING MONDAY-FRIDAY-CONT'D																	
NBC NBC NEWS CAPSULE-2-M-F-CONT'D	2	>	9.45						10.0	M & TH	9,080	10.9	9,080	10.9	18	10.9	M-F
NBC TONIGHT SHOW		>	11.30	9,080	10.9	5,580	6.7	23	8.4	M-F	8,660	10.4	5,000	6.0	20	7.2	M-F
			11.45				7.6*	22*	7.6	M-F				6.8*	20*	6.3	M-F
			12.00						7.0	M-F						5.9	M-F
			12.15				6.3*	24*	5.6	M-F				5.4*	20*	4.9	M-F
			12.30						5.1	W & F						3.9	TUE.
			12.45				4.1*	20*	3.8	W & F							
NBC DAVID LETTERMAN I		>	12.30	2,830	3.4	2,420	2.9	16	3.3	M-TH	2,670	3.2	2,330	2.8	15	3.1	M-TH
			12.45						2.8	M-TH						2.7	M-TH
			1.00						2.2	WED.						1.9	TUE.
			1.15						2.2	WED.							
NBC DAVID LETTERMAN SPECIAL(S)	2	12.30- 2.00AM	12.30								4,000	4.8	2,080	2.5	13	3.7	FRI.
			12.45											3.4*	15*	3.0	FRI.
			1.00													2.5	FRI.
			1.15											2.4*	12*	2.4	FRI.
			1.30													1.8	FRI.
			1.45											1.6*	10*	1.4	FRI.
NBC SCTV NETWORK	1	12.41- 2.11AM	12.30	4,330	5.2	2,170	2.6	14	3.6	FRI.							
			12.45						3.1	FRI.							
			1.00														
			1.15				2.9*	15*	2.8	FRI.							
			1.30						2.4	FRI.							
			1.45				2.1*	14*	1.8	FRI.							
			2.00						1.9	FRI.							
NBC DAVID LETTERMAN II		>	1.00	2,080	2.5	1,830	2.2	15	2.4	M-TH	2,250	2.7	1,830	2.2	15	2.3	M-TH
			1.15						2.1	M-TH						2.1	M-TH
			1.30						2.1	WED.						1.9	TUE.
			1.45						2.0	WED.							
NBC NBC NEWS OVERNIGHT-M-F		>	1.30	1,500	1.8	1,170	1.4	13	1.4	M-F	1,250	1.5	1,080	1.3	12	1.6	M-F
			1.45				1.3*	11*	1.4	M-TH				1.6*	14*	1.3	M-TH
			2.00						1.5	TU-F						1.2	M-F
			2.15				1.4*	15*	1.4	TU-F				.8*	8*	.8	M-F
			2.30						1.3	W & F							
		VARIOUS TIMES	(SUS)														
DAY MONDAY-FRIDAY																	
ABC ABC NEWS THIS MORNING-600(SUS)		6.00- 6.15AM	6.00							M-F							M-F
ABC ABC NEWS THIS MORNING-615(SUS)		6.15- 6.30AM	6.15							M-F							M-F
ABC ABC NEWS THIS MORN-MON(B)	2	6.45- 7.00AM	6.45								750	.9	580	.7	10	.7	MON.
ABC ABC NEWS THIS MORNING-645		6.45- 7.00AM	6.45	1,420	1.7	1,330	1.6	18	1.6	M-F	1,500	1.8	1,330	1.6	16	1.6	TU-F
ABC GOOD MORN,AMER-MON-730(B)	2	7.30- 8.00AM	7.30								2,670	3.2	1,830	2.2	17	2.2	MON.
			7.45													2.1	MON.
ABC GOOD MORN,AMER-MON-830(B)	2	8.30- 9.00AM	8.30								3,170	3.8	2,500	3.0	14	3.1	MON.
			8.45													2.8	MON.
ABC LOVE BOAT DAYTIME-MON(B)	2	11.00-12.00NN	11.00								7,000	8.4	4,580	5.5	18	4.6	MON.
CONT'D																	



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1					WEEK 2				
				TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY % HR	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY % HR
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	
DAY MONDAY-FRIDAY-CONT'D													
ABC LOVE BOAT DAYTIME-MON(B)-CONT'D			11.15 11.30 11.45								4.8* 16*	5.1	MON.
ABC FAMILY FEUD-MON(B)	2	12.00-12.30PM	12.00 12.15						5,660 6.8	4,660 5.6	18	6.0	MON.
ABC RYAN'S HOPE-MON(B)	2	12.30- 1.00PM	12.30 12.45						6,160 7.4	4,910 5.9	19	6.2	MON.
ABC FYI-12.58(SUS)		12.58-12.59PM	12.45									5.3	MON.
ABC ALL MY CHILDREN-MON(B)	2	1.00- 2.00PM	1.00 1.15 1.30 1.45						8,500 10.2	6,750 8.1	25	5.8	MON.
ABC ABC DAY NEWSBRIEF-MON(B)	2	1.57- 1.59PM	1.45								8.2* 25*	6.0	MON.
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	7,580 9.1		7,330 8.8	30	8.8			8.0* 24*	7.9	MON.
ABC ONE LIFE TO LIVE-MON(B)	2	2.00- 3.00PM	2.00 2.15 2.30 2.45						5,660 6.8	5,500 6.6	20	8.5	MON.
									6,660 8.0	6,410 7.7	28	8.3	MON.
									7,000 8.4	5,330 6.4	20	7.6	MON.
											6.3* 20*	6.5	MON.
											6.5* 20*	6.1	MON.
												6.5	MON.
												6.6	MON.
ABC FYI-2.58(SUS)		2.58- 2.59PM	2.45										
ABC GENERAL HOSPITAL-MON(B)	2	3.00- 4.00PM	3.00 3.15 3.30 3.45						7,660 9.2	5,750 6.9	21	6.7	MON.
											6.7* 21*	6.8	MON.
											7.1* 22*	6.9	MON.
												7.2	MON.
ABC FYI-3.58(SUS)		3.58- 3.59PM	3.45										
CBS SUMMER SEMESTER MWF(SUS)		6.00- 6.30AM	6.00										
CBS SUMMER SEMESTER TTH(SUS)		6.00- 6.30AM	6.00										
CBS CAPTAIN KANGAROO		6.30- 7.00AM	6.30 6.45	500 .6		<<		<<	580 .7	500 .6	7	.5	M-F
												.7	M-F
CBS ALICE-M-F(B)	2	10.30-11.00AM	10.30 10.45						5,080 6.1	4,500 5.4	19	5.1	MON.
CBS PRICE IS RIGHT 1(B)	2	11.00-11.30AM	11.00 11.15						6,080 7.3	5,000 6.0	20	5.7	MON.
CBS PRICE IS RIGHT 2(B)	2	11.30-12.00NN	11.30 11.45						7,080 8.5	6,250 7.5	24	6.3	MON.
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	6,250 7.5		6,000 7.2	31	7.2	5,830 7.0	5,660 6.8	29	7.0	MON.
CBS US OPN TENNIS-FRI.(S)	2	12.30- 5.00PM	12.30 12.45 1.00 1.15 1.30 1.45 2.00 2.15						12,500 15.0	3,080 3.7	15	8.0	MON.
											4.3* 19*	4.1	FRI.
											3.8* 15*	4.0	FRI.
											3.1* 12*	3.5	FRI.
											3.6* 15*	3.3	FRI.
												3.0	FRI.
												3.8	FRI.
												3.5	FRI.
CONT'D													

## OTHER PROGRAMS

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## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY SATURDAY-CONT'D																	
ABC SCHOOLHOUSE ROCK-9.25AM		9.25- 9.29AM	9.15	4,000	4.8	3,420	4.1	20	4.1		4,080	4.9	3,250	3.9	18	3.9	
ABC DEAR ALEX & ANNIE-10.56AM		10.56-10.59AM	10.45	4,660	5.6	4,410	5.3	23	5.3		3,500	4.2	3,420	4.1	18	4.1	
ABC NCAA FOOTBALL PRE GAME	2	3.30- 3.43PM	-GRID								5,660	6.8	6,080	7.3	24		
CBS SUMMER SEMESTER-SAT(SUS)		6.00- 6.30AM	6.00														
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	1,920	2.3	1,420	1.7	13	1.7		2,080	2.5	1,750	2.1	15	2.1	
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	1,580	1.9	1,500	1.8	10	1.8		2,250	2.7	2,170	2.6	14	2.6	
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	3,420	4.1	2,500	3.0	15	3.0		2,670	3.2	2,330	2.8	13	2.8	
CBS IN THE NEWS-9.56AM		9.56- 9.59AM	9.45	4,000	4.8	3,920	4.7	22	4.7		4,910	5.9	4,660	5.6	25	5.6	
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	4,660	5.6	4,410	5.3	23	5.3		5,080	6.1	5,000	6.0	27	6.0	
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	4,830	5.8	4,660	5.6	25	5.6		5,830	7.0	5,330	6.4	29	6.4	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	5,080	6.1	4,330	5.2	23	5.2		4,660	5.6	4,250	5.1	23	5.1	
CBS IN THE NEWS-12.26PM	1	12.26-12.29PM	12.15	2,920	3.5	2,580	3.1	13	3.1								
CBS IN THE NEWS-12.56PM(B)	1	12.56-12.59PM	12.45	2,750	3.3	2,580	3.1	13	3.1								
NBC BETCHA DON'T KNOW-8:28AM		8.28- 8.30AM	8.15	3,920	4.7	3,670	4.4	36	4.4		3,750	4.5	3,670	4.4	33	4.4	
NBC BETCHA DON'T KNOW-9:28AM		9.28- 9.30AM	9.15	7,160	8.6	7,000	8.4	44	8.4		8,580	10.3	8,250	9.9	48	9.9	
NBC BETCHA DON'T KNOW-10:28AM		10.28-10.30AM	10.15	4,580	5.5	4,500	5.4	24	5.4		4,410	5.3	4,330	5.2	23	5.2	
NBC BETCHA DON'T KNOW-11:58AM		11.58-12.00NN	11.45	2,920	3.5	2,750	3.3	15	3.3		2,750	3.3	2,670	3.2	14	3.2	
NBC BETCHA DON'T KNOW-12:28PM		12.28-12.30PM	12.15	3,580	4.3	3,420	4.1	17	4.1		3,170	3.8	3,080	3.7	15	3.7	
NBC BASEBALL FILL-NBC(SUS)		4.49- 5.00PM	4.45														
DAY SUNDAY																	
ABC BEST/KIDS-PEOPLE TOO I	2	9.30-10.06AM	-GRID 10.00								1,750	2.1	1,250	1.5	7	1.5	
ABC SCHOOLHOUSE ROCK-10.26AM	2	10.26-10.29AM	10.15								1,500	1.8	1,330	1.6	7	1.6	
ABC KIDS ARE PEOPLE TOO I	1	10.30-11.05AM	-GRID 11.00	2,080	2.5	1,580	1.9	10	2.1								
ABC DEAR ALEX & ANNIE-11.25AM	1	11.25-11.29AM	11.15	2,330	2.8	2,250	2.7	14	2.7								
CBS IN THE NEWS-8.26AM-SUN(SUS)		8.26- 8.29AM	8.15														
CBS IN THE NEWS-8.56AM-SUN(SUS)		8.56- 8.59AM	8.45														
CBS CBS NFL FTBL GM1	2	1.00- 4.13PM	-GRID 4.00 4.15								24,660	29.6	12,580	15.1	41	14.0 6.9	
NBC NFL FOOTBALL GAME 1-NBC	2	1.00- 3.56PM	-GRID 3.45 4.00 4.15								11,410	13.7	4,410	5.3 5.4*	14 14*	5.6 <<	